

**MALLA REDDY ENGINEERING COLLEGE**  
**(Autonomous)**  
**Hyderabad -500 014, A.P**  
**August/September 2011**

**Academic Regulations 2011 for M.B.A. (Regular)**  
*(Effective for the students admitted into first year from the academic year 2011-2012)*

The MBA Degree of the Jawaharlal Nehru Technological University, Hyderabad, offered by Malla Reddy Engineering College (Autonomous), Hyderabad, shall be conferred on the candidates who are admitted to the program and fulfill all the requirements for the award of the Degree:

### **1.0 ELIGIBILITY FOR ADMISSIONS**

Admission to the above program shall be made subject to the eligibility, qualifications and specializations prescribed by the University from time to time.

Admissions shall be made on the basis of merit rank obtained by the qualifying candidate at ICET examination or at an Entrance Test conducted by the university subject to reservations prescribed by the university from time to time.

### **2.0 AWARD OF MBA DEGREE**

- 2.1 A candidate shall be declared eligible for the award of MBA degree, if he pursues a course of study and completes it successfully for not less than two academic years and not more than four academic years.
- 2.2 A candidate, who fails to fulfill all the academic requirements for the award of the degree within FOUR academic years from the year of his admission, shall forfeit his seat in MBA course.
- 2.3 The minimum instruction days for each semester/year shall be 90/180 days.

### **3.0 ATTENDANCE**

- 3.1 A candidate shall be deemed to have eligibility to write end semester examinations if he has put in a minimum of 75% of attendance in aggregate of all the subjects.
- 3.2 Condonation of shortage of attendance up to 10%, i.e., 65% and above and below 75% may be given by the College Academic Committee consisting of Principal, Head of the Department and a senior faculty member.
- 3.3 Condonation of shortage of attendance shall be granted only on genuine and valid reasons on representation by the candidate with supporting evidence.
  - 3.4 Shortage of attendance below 65% shall in **no case be condoned**.
- 3.5 A candidate shall not be promoted to the next semester unless he fulfills the attendance requirements of the previous semester.

### **4.0 EVALUATION:**

The performance of the candidate in each semester shall be evaluated subject-wise, with a maximum of 100 marks for theory and 100 marks for practical, on the basis of the Internal Evaluation and End Semester Examination

- 4.1 For the theory subjects 60 marks shall be awarded based on the performance in the End Semester Examination. 40 marks shall be awarded based on a internal evaluation. Internal evaluation shall be made based on the better of the marks secured in the two Mid-Term Examinations conducted one in the middle of the semester and the other immediately after the completion of the instruction. Each mid-term examination shall be conducted for the duration of 120 minutes with 4 questions to be answered out of 6 questions.
- 4.2 For practical subjects, 60 marks shall be awarded based on the performance in the End Semester Examinations, 40 marks shall be awarded based on the day-to-day performance as Internal Marks.
- 4.3 There shall be a seminar presentation in III semester. For Seminar there will be only internal evaluation of 50 marks. A candidate has to secure a minimum of 50% to be declared successful. The assessment will be made by a Board consisting of Head of the Department and two other internal staff members of the department.
- 4.4 A candidate shall be deemed to have secured the minimum academic requirements in a subject if he secures a minimum of 40% of marks in the End Examination and a minimum aggregate of 50% of the total marks in the End Semester Examination and Internal Evaluation taken together.
- 4.5 In case the candidate does not secure the minimum academic requirement in any subject (as specified in 4.4) he has to reappear for the End Examination in that subject. A Candidate shall be given one chance to re-register for each subject provided the internal marks secured by a candidate are less than 50% and he has failed in the end examination. In such case candidate must re-register for the subject(s) and secure required minimum attendance. The attendance of re-registered subject(s) shall be calculated separately to decide upon the eligibility for writing the end examination in those subject(s). In the event of taking another chance, the internal marks and the end examination marks obtained in the previous attempt are nullified.

**Conditions to avail the benefit of Improvement of Internal Marks:**

- i. The candidate should have completed the course work in the college.
  - ii. The candidate should pass all the subjects for which the internal marks secured are more than 50%, before availing the benefit of improvement of internal marks.
  - iii. The candidate will be given only one chance for each subject for improvement of internal marks for a maximum of three subjects provided the internal marks secured are less than 50% in each subject and the candidate has failed in the end examination.
  - iv. In the event of availing improvement of internal marks, the internal marks and the end examination marks, secured in the previous attempt are cancelled.
  - v. For each subject, the candidate has to pay a fee equivalent to one-third of the semester fee, and the amount is to be remitted in the form of DD in favour of the principal, Malla Reddy Engineering College (Autonomous) payable at Hyderabad.
- 4.6 A Candidate shall be allowed to submit the project report only after fulfilling the attendance requirements of all the semesters. The viva-voce examination shall be conducted at the end of the course work and after the completion of the end semester examination of the final semester.
  - 4.7 Laboratory examination for MBA course must be conducted by two Examiners, one of them being Laboratory Class Teacher and second examiner shall be other than Class Teacher.

## **5.0 EVALUATION OF PROJECT WORK/DISSERTATION WORK**

- 5.1 A Project Review Committee (PRC) of the college is to be constituted with Principal/Director as chairperson, head of the department, which is offering PG program, and two other senior faculty members of the department offering MBA.
- 5.2 Registration of Project work: A Candidate is permitted to register for the project work after satisfying the attendance requirement of all the subjects (theory and practical subjects)
- 5.3 After satisfying 5.2, a candidate has to submit, in consultation with his project supervisor, the title, objective and plan of action of his project work to the Departmental Committee for its approval. Only after obtaining the approval of Departmental Committee the candidate can initiate the Project work.
- 5.4 If a candidate wishes to change his supervisor or topic of the project he can do so with approval of Departmental Committee. However, the Departmental Committee shall examine whether the change of topic/supervisor leads to a major change of his initial plans of project proposal. If so, his date of registration for the project work starts from the date of change of Supervisor or topic as the case may be.
- 5.5 A candidate shall submit status report ( in a bound-form) in two stages at least a gap of 3 months between them.
- 5.6 The work on the project shall be initiated in the beginning of the fourth semester and the duration of the project is for one semester. A candidate is permitted to submit his PG Project Work/Thesis/Dissertation, only after successful completion of the theory and practical courses with the approval of PRC, and not earlier than 20 weeks from the date of registration of such PG Project work. For the approval of PRC, the candidate shall submit the draft copy of thesis to the Principal/Director (through Head of the Department) and shall make an oral presentation before the PRC.
- 5.7 Three copies of Project Thesis, certified by the supervisor shall be submitted to the College.
- 5.8 The thesis shall be adjudicated by one examiner selected by the College. For this, Head of the department shall submit a panel of 5 examiners, who are eminent in that field with the help of the concerned guide and head of the department.
- 5.9 If the report of the examiner is not favourable, the candidate shall revise and resubmit the Thesis, in the time frame as described by PRC. If the report of the examiner is unfavourable again, the thesis shall be summarily rejected.
- 5.10 If the report of the examiner is favourable, viva-voce examination shall be conducted by a board consisting of the supervisor, Head of the Department and the examiner who adjudicated the Thesis.

The Board shall jointly report candidates work as:

- A. Excellent
- B. Good
- C. Satisfactory
- D. Unsatisfactory

Head of the Department shall coordinate and make arrangements for the conduct of viva-voce examination. If the report of the viva-voce is unsatisfactory, the candidate will retake the viva-voce examination after three months. If he fails to get satisfactory report at the second viva-voce examination, he will not be eligible for the award of the degree.

## 6.0 AWARD OF DEGREE & CLASS:

After the candidate has satisfied the requirements prescribed for the completion of the program and is eligible for the award of MBA Degree, he shall be placed in one of the following four classes.

Class Awarded	% of marks to be secured
First class with Distinction	70% and above
First Class	Below 70% but not less than 60%
Second class	Below 60% but not less than 50%
Fail	Below 50%

(The marks in internal evaluation and end examination shall be shown separately in the marks memorandum).

## 7.0 WITHHOLDING OF RESULTS:

If the candidate has not paid any dues to the university/college or if any case of indiscipline is pending against him, the result of the candidate will be withheld and he will not be allowed into the next semester. The issue of degree is liable to be withheld in such cases.

## 8.0 TRANSITORY REGULATIONS:

Candidates who have discontinued or have been detained for want of attendance or who have failed after having undergone the course are eligible for admission to the same or equivalent subjects as and when subjects are offered, subject to a maximum of two subjects at a time.

## 9.0 GENERAL:

- 9.1 The academic regulations should be read as a whole for purpose of any interpretation.
- 9.2 In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Principal is final.
- 9.3 The College may change or amend the academic regulations and syllabus at any time and the changes and amendments made shall be applicable to all the candidates with effect from the date notified by the College.
- 9.4 Wherever the word he, him or his occur, it will also include she, her and hers.
- 9.5 There shall be no transfers to any college of Jawaharlal Nehru Technological University, Hyderabad.

## MALPRACTICES RULES

### DISCIPLINARY ACTION FOR / IMPROPER CONDUCT IN EXAMINATIONS

	Nature of Malpractices/ Improper conduct	Punishment
	If the candidate:	
1. (a)	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with	Expulsion from the examination hall and cancellation of the performance in that subject only.

	or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the subject of the examination)	
(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2.	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that Semester/year. The Hall Ticket of the candidate is to be cancelled.
3.	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred and forfeits the seat. The performance of the original candidate, who has been impersonated, shall be cancelled in all the subjects of the examination (including practical's and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all End examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.

4.	Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all End examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
5.	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	Cancellation of the performance in that subject.
6.	Refuses to obey the orders of the Principal/Controller of examinations any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.	In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.

7.	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all End examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
8.	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat.
9.	If student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in clause 6 to 8.	Student of the colleges expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat.  Person(s) who do not belong to the College will be handed over to police and, a police case will be registered against them.
10.	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be

		permitted for the remaining examinations of the subjects of that semester/year.
11.	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester/year examinations.
12.	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the Principal/Controller of examination for further action to award suitable punishment.	

**Malpractices identified by squad or special invigilators**

Punishments to the candidates as per the above guidelines.



**MASTER OF BUSINESS ADMINISTRATION  
COURSE STRUCTURE**

**MBA III SEMESTER**

<b>Subject Code</b>	<b>Subject Title</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>	<b>Total Marks</b>
MR11PB13	Entrepreneurship & Good Governance	4		4	100
MR11PB14	Cost and Management Accounting	4		4	100
MR11PB15	Management of Technology	4		4	100
MR11PB16	Strategic Management	4		4	100
	Elective I (choose any one)			4	
MR11PB17	Consumer Behavior	4			100
MR11PB18	Security Analysis and Portfolio Management	4			100
MR11PB19	Recruitment and Selection	4			100
MR11PB20	Business Intelligence	4			100
MR11PB21	Logistics and Supply Chain Management	4			100
	Elective II (choose any one)			4	
MR11PB22	Marketing Communications	4			100
MR11PB23	Financial Institutions, Markets & Services	4			100
MR11PB24	Management of Industrial Relations	4			100
MR11PB25	Project Management	4			100
MR11PB26	Financial Modeling	4			100
	Elective III (choose any one)			4	
MR11PB27	Retailing Management	4			100
MR11PB28	Derivatives	4			100
MR11PB29	Training And Development	4			100
MR11PB30	Knowledge Management	4			100
MR11PB31	Predictive Analytics	4			100

**MBA IV SEMESTER**

<b>Subject Code</b>	<b>Subject Title</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>	<b>Total Marks</b>
	<b>Elective IV (choose any one)</b>			<b>4</b>	
<b>MR11PB32</b>	<b>International Marketing</b>	<b>4</b>			<b>100</b>
<b>MR11PB33</b>	<b>International Financial Management</b>	<b>4</b>			<b>100</b>
<b>MR11PB34</b>	<b>Performance Management</b>	<b>4</b>			<b>100</b>
<b>MR11PB35</b>	<b>Information Systems, Control And Audit</b>	<b>4</b>			<b>100</b>
<b>MR11PB36</b>	<b>Management of NGOs</b>	<b>4</b>			<b>100</b>
	<b>Elective V (choose any one)</b>			<b>4</b>	
<b>MR11PB37</b>	<b>Sales and Distribution Management</b>	<b>4</b>			<b>100</b>
<b>MR11PB38</b>	<b>Strategic Investment and Financing Decisions</b>	<b>4</b>			<b>100</b>
<b>MR11PB39</b>	<b>Management of Change</b>	<b>4</b>			<b>100</b>
<b>MR11PB40</b>	<b>Decision Support Systems</b>	<b>4</b>			<b>100</b>
<b>MR11PB41</b>	<b>Rural Marketing</b>	<b>4</b>			<b>100</b>
	<b>Elective VI (choose any one)</b>			<b>4</b>	
<b>MR11PB42</b>	<b>Services Marketing</b>	<b>4</b>			<b>100</b>
<b>MR11PB43</b>	<b>Risk Management and Insurance</b>	<b>4</b>			<b>100</b>
<b>MR11PB44</b>	<b>Compensation and Reward Management</b>	<b>4</b>			<b>100</b>
<b>MR11PB45</b>	<b>Key Accounts Management</b>	<b>4</b>			<b>100</b>
<b>MR11PB46</b>	<b>Total Quality Management</b>	<b>4</b>			<b>100</b>
<b>MR11PB47</b>	<b>Project Report</b>		<b>16</b>	<b>16</b>	

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MR11PB13

MALLA REDDY ENGINEERING COLLEGE  
(AUTONOMOUS)

MBA III SEMESTER

L	T/P	C
4	0	4

**ENTREPRENEURSHIP AND GOOD GOVERNANCE**

The objective of the course is to make students understand the nature of entrepreneurship, and to motivate the student to start his/her own enterprise. The objective of the course is to enlighten with the fragrance of Corporate Good Governance and Business Ethics, so that they would become the best entrepreneurs / managers of the corporate world.

**Unit-I: Nature of Entrepreneurship:** Introduction, Definition, Meaning, Characteristics, Qualities and skills of an Entrepreneur, functions of entrepreneur, Entrepreneur scenario in India and Abroad. Forms of Entrepreneurship: Small Business, Importance in Indian Economy, Types of ownership, sole trading, partnership, Joint Stock Company and other forms. First-Mover disadvantages, Risk Reduction strategies, Market scope strategy, Imitation strategies and Managing Newness

**Unit-II: Aspects of Promotion:** Generation of new entry opportunity, SWOT Analysis, Technological Competitiveness, legal regulatory systems, patents and trademarks, Intellectual Property Rights- Project Planning and Feasibility Studies- Major steps in product development. Financial Aspects: Sources of raising Capital, Debt-Equity, Financing by Commercial Banks, Government Grants and Subsidies, Entrepreneurship Promotion Schemes of Department of Industries (DIC), KVIC, SIDBI, NABARD, NSIC, APSFC, IFCI and IDBI. New Financial Instruments.

**Unit-III: Introduction to Business Ethics:** Necessity for Business Ethics-Need for Ethical guideline – Salient Issues in Ethics and Commerce- Ethics as a Luxury – Earlier attempts at Ethics in Industry – Justification for Ethics – Effect of Migration of National Character – Shadow Economy – Basic Principles in Ethics –Corporate Climate and corporate climate audits – Political Issues – Nature and theory of Ethics – The Naturalistic fallacy – G.E.Moore’s Philosophy.

**Unit-IV: Understanding Corporate Governance:** Corporate Governance- Capitalism at crossroads – Historical perspective of Corporate Governance – Issues of Corporate Governance – Theoretical basis of Corporate Governance – Corporate Governance mechanisms – Indian Model of Governance – Good Corporate Governance – Corporate Governance committees – OECD Principles – Indian Committee and guidelines – The confederation of Indian Industry’s initiative. Corporate Governance Models, Corporate Social Responsibility.

**Unit-V: Corporate Social Responsibility:** System Concept of Business Society – Social Responsibility – Social Responsibility tools – approaches to Ethics – Corporate Social Accountability – Business in a Social World – Ethics and Social Responsibility – professional ethics – Ethics of practicing company secretaries- Ethical investing

**References**

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- C.S.V.Murthy: Business Ethics & Corporate Governance, Himalaya, 2009.
- RK Mishra,Gitarani: Corporate Governance, Excel,2009
- A.C.Frenando: Corporate Governance, Pearson, 2006
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- Laura P Hartman & Abha Chatterjee: Business Ethics, TMH, 2009
- Tripat Kaur: Values and Ethics in Management, 2/e, Paragon International,2009.

**CDs (EXCEL MULTIMEDIA)**

**AUTHOR**

**AGARWAL G.K**  
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**TITLE**

**CREATING TALENT INCUBATORS** Executive

**BAJAJ RAJIV, MUTHUTAMAN B, EXPERIENCE: MY FIRM AND MY**  
Managing Director-Bajaj Auto

**JOURNEY**

**GODREJ J N** ((Entrepreneurship)  
Chairman & MD, Godrej Boyce Mfg.Ltd

**BAJAJ NIRAJ, Chairman, MD, Mukund Ltd. THE ENTREPRENEUR MANAGER**

**PRASHANT TEWARI, MD, USV Ltd**

**K.GANESH, CEO & Founder, Tutor Visa**

**DIVYA MODI, Global Director, Finance, Spice Corp**

**MALLA REDDY ENGINEERING COLLEGE  
(AUTONOMOUS)**

MBA III SEMESTER

L	T/P	C
4	0	4

**COST AND MANAGEMENT ACCOUNTING**

The objective of the course is to enable the students the components of product cost their calculation methods, and their control. Prerequisite for the course is Knowledge of Financial Accounting and Analysis taught in First Semester of the programme.

**Unit-I: Introduction: Meaning of Cost and Management Accounting,** objectives limitations and advantages of costing. Management accounting Vs. Cost accounting vs. financial accounting, role of accounting information in planning and control, cost concepts and managerial use of classification of costs. The management process and accounting - Cost analysis and control: Direct and Indirect expenses, allocation and apportionment of overheads, calculation of machine hour rate. An introduction to activity based costing and Life Cycle Costing.

**Unit-II: Costing for specific industries:** Unit costing, job costing, cost sheet and tender and process costing and their variants, treatment of normal losses and abnormal losses, inter-process profits, costing for by-products and equivalent production.

**Unit-III: Marginal Costing:** Introduction, Application of Marginal costing in terms of cost control , profit planning, Closing down a plant, dropping a product line, charging general and specific fixed costs, fixation of selling price, make or buy decisions, key or limiting factor, selection of suitable product mix, desired level of profits, diversification of products, closing down or suspending activities, level of activity planning- Break-even-analysis, Break-Even Chart Application of BEP for various business problems. Inter-firm comparison: Need for inter-firm comparison, types of comparisons, advantages.

**Unit-IV: Budgetary Control:** Budget, budgetary control, steps in budgetary control, Flexible budget, Advantages and Limitations of Budgets. Different types of budgets: sales budget, Cash budget, Production budget, Master budget, Performance budgets, material Vs. purchase budgets, Zero Based Budgeting. An introduction to cost audit and management audit.

**Unit-V: Standard Costing:** Standard Cost and Standard Costing, standard costing vs. budgetary control, standard costing vs. estimated cost, standard costing and marginal costing, analysis of variance, material variance, labour variance, Sales and Profit variance.

**References**

- M.Y.Khan, P.K. Jain: Management Accounting: Theory and Problems, TMH, New Delhi, 4/e, 2008.
- S.P.Jain and K.L.Narang: Cost and Management Accounting, Kalyani, 2008.
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2011-12

MR11PB15

MALLA REDDY ENGINEERING COLLEGE  
(AUTONOMOUS)

MBA III SEMESTER

L	T/P	C
4	0	4

MANAGEMENT OF TECHNOLOGY

The Objective of the course is to expose students to the importance of technology in conduct of business and its skillful management for optimum results.

**\*Students need Discounting Table and Statistical Table to solve problem**

**Unit-I: The Process of Technological Innovation:** The Need for a Conceptual Approach, Technological Innovation as a Conversion Process, Factors Contributing to Successful Technological Innovation. Strategies For Research and Development: R&D as A Business, Resource Allocation to R&D, R&D Strategy In the Decision Making Process, Selection and Implementation of R&D Strategy, R and D and Competitive Advantage, New Product Development- Techniques For Creative Problem Solving.

**Unit-II: Financial Evaluation of Research and Development Projects:** The Need For Cost Effectiveness, R&D Financial Forecasts, Risk as a Factor In Financial Analysis, Project Selection Formulae, Allocation of Resources, DCF and Other Techniques of evaluating R&D ventures.

**Unit-III: Research and Development:** Programme Planning and Control, Portfolio Planning, Project Planning and Control, Project Termination, Resource Allocation and Management- New Product Development: New Product Development as a Competitive Strategy, Market Research For Developing New Products, Commercialisation of Research Outcomes, Industrial Design, Product Architecture and Design For Manufacture, Developing Indigenous Substitute For Raw Materials.

**Unit-IV: Technological Forecasting for Decision Making:** The Definition of Technological Forecasting, Forecasting System Inputs and Outputs, Classification of Forecasting Techniques, Organization For Technological Forecasting, Current Status.

**Unit-V: Transfer of Technology:** Modes of technology transfer, Price of technology transfer, Negotiation for price of MOT.

**References**

- Tarek Khalil: Management of Technology—The Key to Competitiveness and Wealth Creation, McGraw Hill, Boston, 2009.
- Krishnamacharyulu: Management of Technology, HPH, 2009
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- Pradip N Khandwala: Lifelong Creativity—An Unending Fest, TMH, 2009.
- White: The Management of Technology & Innovation, Cengage, 2009
- Khandwala: Corporate Creativity, TMH, 2009.

**CDs (EXCEL MULTIMEDIA)**

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Chairman & Managing Director,

Marico Industries Ltd

**KANJILAL JAWAHAR**

Director-Rich Media & MBP, Nokia Asia Pacific Singapore

**INSTILLING THE 'DNA' OF  
INNOVATION**

2011-12

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MALLA REDDY ENGINEERING COLLEGE  
(AUTONOMOUS)

MBA III SEMESTER

L	T/P	C
4	0	4

**STRATEGIC MANAGEMENT**

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

Prerequisite The subjects such as Management Theory and Practice, Financial Management, HRM, Marketing Management, Production and Operations Management taught in First and Second Semesters of the programme.

**Unit-I:** Introduction- Concepts in Strategic Management, Strategic Management Process, Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company’s strategy, Environmental Scanning: Industry and Competitive Analysis – Methods. Evaluating company resources and competitive capabilities – SWOT Analysis – Value Chain Analysis and Competitive advantage.

**Unit-II:** Tools and techniques for strategic analysis - Porter's Five Force Model, BCG Matrix, GE Model, TOWS Matrix, IE Matrix, The Grand Strategy Matrix. Market Life Cycle Model - and Organizational Learning, Impact Matrix and the Experience Curve, Generic Strategies- Strategy Formulation - Types of Strategies – offensive strategy, defensive strategy, Exit and entry barriers - Tailoring strategy to fit specific industry and company situations

**Unit-III:** Strategy Implementation: Strategy and Structure, Strategy and Leadership, Strategy and culture connection - Operationalising and institutionalizing strategy - Strategies for competing in Globalizing markets and internet economy - Organisational Values and Their Impact on Strategy – Resource Allocation as a vital part of strategy – Planning systems for implementation.

**Unit-IV:** Turnaround and Diversification Strategies: Turnaround strategy - Management of Strategic Change, strategies for Mergers, Acquisitions, Takeovers and Joint Ventures - Diversification Strategy : Why firms diversify, different types of diversification strategies, the concept of core competence, strategies and competitive advantage in diversified companies and its evaluation.

**Unit-V:** Strategy Evaluation and control – Establishing strategic controls for Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance - strategic information systems – problems in measuring performance – Guidelines for proper control- Strategic surveillance -strategic audit - Strategy and Corporate Evaluation and feedback in the Indian and international context.

**References**

- Gregory Dess and G.T. Lumpkin: Strategic Management – Creating Competitive Advantage, TMH, 2009.
- Thompson & Strickland: Strategic Management, Concepts and Cases. TMH, 2009.
- Saloner: Strategic Management, Wiley 2009
- P.Subbarao: Strategic management, Himalaya, 2009
- Strategic management & business policy texts and cases, C.Appa rao, B.Parvatheswara rao, K.Sivarama Krishna. first edition, New Delhi-2008.Excel books
- Subbaro Ch: Compete or Forfeit—Competitive Strategies for Pharmaceutical Industry, PharmaMed Press, 2009.
- VSP Rao: Strategic Management, Excel, 2009
- Johnson:Exploring Corporate Strategy, Pearson, 2009
- Hitt, Ireland & Hoskisson: Management of Strategy, Thomson 2009



- Allan Afuah, Business Models: A Strategic Management Approach, TMH, 2009
- Ranjan Das: Crafting the Strategy: Concepts and Cases in Strategic Management, TMH,2009.
- Fred R.David: Strategic Management Concepts and Cases, PHI, 2009
- Hill: Strategic Management an Integrated Approach, Biztantra, 2009
- Azhar Kazmi: Business Policy & Strategic Management: TMH, 2009.
- Ajit Prasad: Extremely Short cases in Strategic Management, Excel-2009
- Wheelen & Hunger: Concepts & Cases in Strategic Management and Business Policy, Pearson 2009.

**CDs (EXCEL MULTIMEDIA)**

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**A CONCEPTUAL FRAMEWORK FOR  
MANAGING FUTURE.**

**OJHA NIKHIL P**

**ENHANCED COMPETITIVENESS – AN  
ANTIDOTE TO MANAGING FUTURE,  
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**GIANETTI PRETI VYAS,**  
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**BAKRE ANKITA ABHIJIT,**  
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**DEVELOPING THE NEW BUSINESS  
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**Elective 1**  
**CONSUMER BEHAVIOUR**

The objective of the course is to enable students to understand the perspectives of Consumers and their buying behaviour. The pre-requisite for this course is Marketing Management offered in 1<sup>st</sup> semester.

**Unit-I:** Introduction to Consumer Behaviour- Evolution of Consumer Behaviour, Understanding consumers and market segments, Consumer Behaviour and Marketing Strategy. Consumer Behavior research process. Psychographic Dimensions- Consumer Motivation, Perception, Personality, Information Processing, Attitude Formation and Attitude Change.

**Unit-II:** Social and Cultural Environment: Economic, Demographic, Cross Cultural and Socio-Cultural Influences, Social Stratification, Reference Groups and Family Influences, Personal influence.

**Unit-III:** Communication and Consumer Behaviour: Components of communications process, designing persuasive communication and Diffusion of Innovations. Models of Buyer Behavior- Howard Model, Howard-Sheth Model, EKB Model, Webster and Wind Model.

**Unit-IV:** Consumer Decision Process: High and Low Involvement, Pre-purchase Processes, Purchase, Post Purchase processes, Consumption and evaluation, Brand Loyalty and Repeat Purchase Behaviour.

**Unit-V:** Consumerism: The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism and marketer responses to consumer issues. Consumer Protection Act 1986, Consumer Disputes Redressal agencies and Commission.

**References**

- David L Loudon and Albert J Della Bitta: Consumer Behaviour, 4/e, TMH, 2008.
- Schiffman, L.G and Kanuk L.L: Consumer Behaviour, 8/e, Pearson, 2009
- Kazabi Batra: Consumer Behaviour, Excel, 2009
- Suja R Nair: Consumer Behaviour--An Indian Perspective, HPH, 2008
- Roger D. Black Well: Consumer Behaviour, Cengage Learning, 2008
- Henry Assael: Consumer Behaviour, 6/e, Cengage, 2009
- Michael R. Solomon: Consumer Behaviour, 7/e, PHI, 2007
- J. Paul Peter, Jerry C. Olson: Consumer Behaviour & Marketing Strategy, TMH, 2009
- Matin Khan: Consumer Behaviour & Advertising Management, New Age International, 2007
- Peter: Consumer Behaviour and Marketing Strategy, 7/e, TMH, 2009
- Kumar: Conceptual Issues in Consumer Behaviour, Pearson, 2009
- K.K. Srivastava & Sujata Khandai: Consumer Behaviour, Paragon International, 2009.

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**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

The objective of this course is to provide the conceptual and analytical frame work of Security Analysis and Portfolio Management and make them proficient in understanding the dynamics of securities market. This paper is focuses on the application of theory to practice.

**Unit-I: Investments:** The Investment environment: Concept: Real Vs Financial assets, Investment Decisions Process, sources of investments, Investment Vs Speculations. Classification and functions of financial markets and financial instruments. Securities Markets, how securities are traded.

**Unit-II: Portfolio Theory and Capital market theory:** The returns and risks from investing, Markowitz Portfolio Theory, Mean-variance approach, Portfolio selection-efficient portfolios, The Single-Index Model, Asset Pricing Models-The Capital Asset Pricing Model, Arbitrage Pricing Theory.

**Unit-III: Fixed – income Securities (Bond):** Analysis, valuation and management: Interest rates, Measuring Bond Yields, Capitalization of Income method. Bond pricing theorems, Convexity, duration, Passive Bond Management and active bond management strategies, Bond immunization.

**Unit-IV: a) Equity: Analysis Valuation and management:** Discounted Cash-flow techniques: Balance sheet analysis, Dividend discount models, intrinsic value and market price, The P/E ratio or Earnings Multiplier Approach, Price/Book value, Price /Sales ratio, Economic value Added (EVA), The passive and Active strategy.

b) **Security Analysis:** Macroeconomic analysis, Industry and company analysis. Technical analysis.

**Unit-V: a) Derivatives:** Overview of derivative markets, option markets, option strategies and option valuation. Futures markets, strategies and pricing. Stock index futures, interest rate futures.Swaps contracts.

b) **Portfolio management: Mutual funds** - Growth of mutual funds in India, Problems and prospects, Regulation of Mutual Funds and Investor’s protection in India.Structure. Performance evaluation of mutual funds, performance measurement with changing portfolio composition.

**References**

- Prasanna Chandra: Investment Analysis and Portfolio Management, TMH, 2009.
- Charles P. Jones: Investments – Analysis and Management, John Wiley, 2009
- William F. Sharpe, Gordon J.Alexander and Jeffery V.Bailey: Fundamentals of Investments, Prentice Hall, 2009
- ZVI Bodie, Alex Kane, Alan J Marcus and Pitabas Mohanty: Investments, TMH, 2009.
- Frank K.Reilly and Keith C.Brown: Investment Analysis Portfolio Management, Cengage, 2009.
- Bhat: Security Analysis and Portfolio Management, Excel, 2009.
- Donald E. Fischer and Ronald J.Jordan: Security Analysis and Portfolio Management, 6/e, Pearson Education, 2007.
- S.Kevin: Security Analysis & Portfolio Management, Prentice Hall, 2006.

- Arnold, Kumar: Corporate Financial Management, Pearson, 2009
- V.A. Avadhani: Securities Analysis and Portfolio Management, Himalaya, 2008.
- Edwin J. Elton, Martin J. Gruber: Modern Portfolio Theory and Investment Analysis, 5/e, John Wiley & Sons, 2007
- John C. Hull: Options, Futures and other Derivatives, 7/e, Pearson education 2009.
- Robert A. Strong: Derivatives – An Introduction, Cengage, 2009

**CNBC TV 18 CDs**

- Systematic Investment Planning, 2008
- Wizards of Dalal Street, 2008.
- Simplifying Technical Analysis, 2005
- Derivatives, Trader Psychology, 2005
- Global Investment Gurus- Focus on India, 2006

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**RECRUITMENT & SELECTION**

The objective of this study is to enable the student to specialize in the process of Recruitment and Selection with a special focus on pre-employment tests and measuring competencies.

The prerequisite for this course is **Human Resource Management**.

**Unit-I: Recruitment Challenges-** How to make recruitment efforts succeed, Workers Expectations- Recruitment Sources, Proactive and reactive recruitment, Innovative recruitment sources, Electronic Recruitment, Electronic resumes, Career web sites, International electronic recruitment electronic Web sources.

**Unit-II: Interviewing,** Job descriptions, Reviewing the application and résumé, Planning basic questions, Competency Based questions, Key competency category, competency based lead-ins, Generic competency Questions, Additional types of questions, Probing questions, Questioning techniques to avoid, Encourage applicant to talk, Providing talk.

**Unit-III: Pre-employment Testing,** testing advantages and disadvantages, test validation, testing categories, Computer based testing, Background check policy, reference check, Guidelines for releasing and obtaining Information.

**Unit-IV: Ability Tests-** Mental Ability, effects of practice and coaching, Mechanical ability test, Personality Measurement Test, Personality Assessment- Performance tests and, Use of performance test, Assessment Center-Integrity Testing Drug testing, Graphology.

**Unit-V: Recruitment** and Selection Practices Abroad - Case Studies

**References**

- Phillips: Strategic Staffing, Pearson, 2009.
- Daine Arthur: Recruiting, Interviewing, Selecting & Orienting New Employee, PHI, 4/e, 2007.
- Robert Edenborough: Assessment Methods in Recruitment, Selection and Performance, Kogan, 2006.
- Sanjay Srivastava: Case Studies in HRM, Excel, 2009.
- Gatewood, Field, Barrick: Human Resource Selection, Cengage, 2008.
- Gareth Robert: Recruitment and selection, Jaico, 2008.
- N.K.Chanda: Recruitment and Selection, Paragon International, 2009.

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**BUSINESS INTELLIGENCE**

The objective of the course is to make the students proficient in the tools and techniques of Business Intelligence making use of Data mining and Data Warehousing processes.

**Unit-I:Introduction:** Business Intelligence from business side- Components of BI Architecture-BI Frontend- BI and Business Value- BI Market Business Query & Reporting-Production Reporting-Dash Boards-Performance Management- Success of Business Impact- Measuring Success of Business Impact-ROI-LOFT Effect

**Unit-II: Data Management and BI Organizing for Success** Data Quality-Data Architectures-Master Data Management- Right Time Data- Business IT partnership- Hybrid IT-Business person. BI organizing for Success: Requirements driven BI-Relevance to Continental Gate Agents- Waterfall Development process- Agile Development Techniques-Enterprises Vs Department BI-Business Intelligence Competency Centre-BICC Guiding Principles

**Unit-III: Market Intelligence:** Knowledge most important asset of a company- Market Research Function with organization- Nature & Scope of Qualitative Data – Designing Research – Managing Results – Knowing Future.

**Unit-IV: BI Through Data Warehousing:** Online Analytical Processing (OLAP)- OLAP& OLTP systems- Data Modeling-OLAP tools- Managed Query Environment-OLAP tools in open Source domain. Data Warehousing (DW) to Data Mining (DM)-- Data base Segmentation- Tools for Data mining – Application of DW and DM

**Unit-V: Future of BI:** Emerging Technologies-Predicting future-BI search and Text Analysis-Advanced Visualization- Rich Reportlets – The future beyond technology.

**References**

- Cindi Howson: Successful Business Intelligence, Tata McGraw Hill, 2008
- Turban:Business Intelligence,Pearson, 2009.
- Martin Callingham: Market Research, Kogan Page,2004
- C.S.R.Prabhu: Data Warehousing, 3/e,PHI Learning,2008
- George M.Markas: Decision Support Systems,2/e,Pearson Education,2008
- Efreem G.Mallach: Decision Support and Data Warehousing Systems, Tata McGraw Hill, 2008
- Berson Smith: Data Warehousing, Data Mining 7 OLAP, Tata McGraw-Hill, 2007
- Michael J.A. Berry, Gordon S.Linoff: Data Mining Techniques, 2/e, Wiley -India, 2005
- Marakas: Modern Data Warehousing, Mining, and Visualization Core Concepts Pearson Education,2008
- Carlo Verclise: Business Intelligence & Data Mining, Wiley-2009

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**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

The Objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operation in integrated supply chains and also the ability to apply them in the enterprise reality. The course will also strengthen the holistic view on supply chain operations, management and strategy and some current research areas in supply chain management. Consequently the course provides advanced knowledge about logistics and their supporting systems from a supply chain perspective.

**\*The students need Statistical Table to solve numerical problems.**

Prerequisite for the course:- Knowledge of Production and Operations Management, Marketing Management and QABD taught in second semester of the programme.

**Unit-I: Understanding the Supply Chain:** Objective and Importance of Supply Chain Process View of Supply Chain. Competitive and Supply Chain Strategies, Achieving Strategic Fit, Expanding Strategic Scope. Logistics: The Logistical value proposition, The Work of Logistics, Logistical operations, Logistical operating arrangements, Supply chain Synchronization , Supply Chain Drivers and Metrics :Drivers for Supply Chain Performance, Framework for Structuring drivers. Facilities, inventory, transportation, information, sourcing and pricing. Obstacles to Achieving fit, Supply chain performance in India. **Case studies**

**Unit-II: Designing the Supply Chain Network :** Role of distribution in the Supply Chain, Factors influencing Distribution network design, Design options for Distribution network, The role of network design in the Supply Chain, Frame work for Network design decisions, Models for facility location and capacity allocation, Planning Demand and Supply in a Supply Chain: Demand Forecasting in Supply Chain: Components of forecast and forecasting methods, Aggregate Planning in Supply Chain: Role of aggregate planning, Aggregate planning Strategies , Inventory planning and economic theory aberrations. **Case studies**

**Unit-III: Planning and Managing inventories in Supply Chain:** Managing Economies of Scale in Supply Chain, Managing Uncertainty in a Supply Chain, Determining optimal level of product inventory. Designing and Planning Transportation Networks: Transportation in a Supply Chain. **Case studies**

**Unit-IV: Managing Cross Functional Drivers in a Supply Chain:** Sourcing decisions in a Supply Chain and procurement strategies, Pricing and Revenue Management in a Supply Chain, Information Technology and Coordination in a Supply chain. **Case studies**

**Unit-V: Logistics and Supply chain relationships:** Identifying logistics performance indicators – Channel structure – Economics of distribution –channel relationships –logistics service alliances. 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 , Supply Chain Management in Global environment–Global strategy – Global purchasing – Global logistics– Global alliances –Issues and Challenges in Global supply chain Management – **Case studies.**

## References

- Sunil Chopra and Peter Meindl: Supply chain Management: Strategy, Planning and Operation, Third edition, Pearson, 2009.
- Donald J.Bowersox and David J.Closs: Logistical Management: The Integrated Supply Chain Process, TMH, 2006.
- Rajasekhar & Acharyulu: Logistics and Supply Chain Management, Excel, 2009.
- Sridhara Bhat: Logistics and supply chain management, Himalaya, 2009.
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- Donal Waters: Global Logistics, Kogan Page, 2009
- Christain schuh et al:The purchasing chess board, Springer link,2009.
- Philip B.Schary, Tage Skjott-Larsen: Managing the Global Supply Chain, Viva, 2008.
- Joel D wisner, Keong Leong, Keah Choon Tan: Principles of Supply Chain Management- A Balanced approach, Cengage Learning, 2008
- Rahul V Altekar: Supply Chain Management, Concepts and Cases, PHI , 2008
- J.L.Gattorna and D.W.Walters: Managing the Supply Chain, Macmillan, 2008
- Rangaraj: Supply chain Management for competitive advantage, TMH, 2009
- Kachru: Logistics and Supply Chain Management, Excel, 2009
- Shah: Supply Chain Management, Pearson, 2009

## Excel Multimedia – CDs:

Author	Title
<b>AGARWAL KAPIL</b> , Asst Vice President, Madura Garments	<b>COLLABORATION AND BEST PRACTICES IN SUPPLY CHAIN MANAGEMENT</b>
<b>DAWAR SANJAY</b> Associate Partner, Accenture Ind Pvt Ltd	
<b>ANANDAN RAJAN</b> , Vice President and GM, Dell India.	<b>DEVELOPING GOOD SUPPLY CHAIN MANAGEMENT</b>
<b>SHARMS SUMAN</b> , Head Process, DS Group	



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Elective II  
MARKETING COMMUNICATIONS

The objective of this course is to make the student proficient in promoting an organization through advertising and branding in contemporary styles.

**Unit-I: Introduction to Marketing Communications and Advertising:** Marketing Communication – Integrated Marketing Communication (IMC)- IMC in Marketing Mix –Structure of Advertising World- Purpose and Function of Advertising in Marketing Mix – Advertising and Psychology – Advertising and Buying Behavior – Advertising Strategy- Planning & organization – Setting objectives – level of decision making- Creative Strategy & Execution.

**Unit-II: Managing Advertising :** Advertising planning – Target Marketing – Defining prime prospects – planning and positioning Advertising – Setting objectives- DAGMAR Approach to set objectives – Arriving and allocating Budgets – Measuring IMC Performance – Media Function – Basic Media Strategy – Using Various Media (Television, Radio, Newspapers & Magazines)- New Trends in Advertising – Creating Advertising- Effects of Advertising.

**Unit-III: Advertising and Branding:** Brand Planning- Managing Brands with current trends of Advertising – Competing Brands- Global Advertising Agencies and Global markets-Advertising Agency Management. Implication for Communication and Promotional strategies Branding: Product Concept –Unique Selling proposition – Product Management – Product & STP-Reverse Engineering – Framing Product Line

**Unit-IV: Branding Concepts:** Managing Brand power – Brand Life Cycle – Brand Associations-Brand Extension- Brand loyalty-Brand Positioning.-Brand Response – Brand Experience – Brand Aesthetics – Awareness & Brands – Brand Elements – Brand Positioning pit falls – Brand Repositioning- Symbiotic Branding – Directness and Subtlety in Advertising appeal.

**Unit-V: Brand Extension** Strategies in Indian Context – Branding Commodities- Brand Perception and Brand Strategy – Subtleties and Celebrities – Brand Equity and pricing decisions – Cost to Server Consumers – Service Quality and Branding – Retailing impact on branding – Online Brand Equity and Offline Brand Equity.

**References**

- Kruti shah & Alan D'Souza: Advertising and Promotions, Tata McGraw-Hill, 2009
- Helen Edwards & Derek Day: Creating Passion Brands, Kogan Page,2005
- S.Ramesh Kumar: Marketing and Branding, Pearson Education, 2009
- Tapan K Panda: Building Brands, Excel,2008
- W.Rolan Lane, Karen Whitehill King, J. Thomas Russell: Advertising Procedure, 16/e, Pearson, 2008
- Chunawala: Advertising , Sales promotion and Distribution, Himalaya, 2009
- Sharma & Singh , Advertising, PHI,2009.

- Kumar: Consumer Behaviour and Branding: Concepts, Readings and Cases-The Indian Context, Pearson-2009.
- Murthy & Bhojanna: Advertising an IMC: Excel, 2009.
- R.C. Bhatia: Marketing Communication and Advertising, Paragon International, 2009.
- Mahendra Mohan: Advertising Management, Tata McGraw Hill, 2008
- Batra: Advertising Management, 6/e, Pearson Education, 2008
- Jason Hartman: Brand of Choice, Jaico, 2009
- Terence A Shimp: Advertising and Promotion, Cengage Learning, 2007
- Rodney D Ryder: Trademarks, Advertising and Brand Protection, Macmillan, 2009

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**PRODUCT BRANDS TO COMPANY BRANDS**

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- Strategies for becoming Customer Focused Organisation
- Brands that made India 2008
- Most Trusted Brands, 2006

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**FINANCIAL INSTITUTIONS, MARKETS AND SERVICES**

The objective of the course is to provide to students an understanding of Financial Markets, the major institutions involved and the services offered within this framework.

**Unit-I: Introduction: Introduction:** Concept and Meaning, classification-traditional and modern activities. The structure of financial system; Equilibrium in financial markets; Indicators of Financial Development, Financial system and economic development ; Financial Sector reforms after 1991 - Regulatory and Promotional Institutions: Function and Role of RBI, Monetary Policy and techniques of monetary control of RBI. The role and functions of SEBI. An update on the performance on Non-statutory Financial organization like IFCI, IRBI, NABARD, SIDBI, and SFCs .

**Unit-II: The banking and Non Banking Institutions:** Commercial banks – the public and the private sectors – structure and comparative performance. The problems of competition; interest rates, spreads, and NPAs. Bank capital – adequacy norms and capital market support. Banking Innovations. Co-operative banks- role, Govt. initiatives to strengthen the co-operative banks.- The Non-banking financial Institutions: Structure and functioning of Unit Trust of India and Mutual Funds. Growth of Indian Mutual funds and its Regulation. The Role of AMFI. Insurance Companies – Structure and Investment Pattern of LIC, GIC and other insurance companies, Competition, innovation, Role of IRDA, Challenges of Insurance Sector.

**Unit-III: Financial and Securities Markets:** Structure and functions of Call Money Market, Government Securities Market – T-bills market, Commercial Bills market, Commercial paper and certificate of deposits- Securities markets – Organisation and structure, Listing trading and settlement. SEBI and Regulation of Primary and Secondary Markets

**Unit-IV: Asset/fund based Financial services – lease finance,** consumer credit and hire purchase finance, factoring definition, functions, advantages, evaluation and forfeiting, bills discounting, housing finance, venture capital financing. Fee-based / Advisory services: Stock broking, credit rating.

**Unit-V: Investment Banking:** Introduction, Functions and activities, underwriting, bankers to an issue, debenture trustees, portfolio managers. Challenges faced by investment bankers.

**References**

- L.M.Bhole: Financial Institutions and Markets, TMH, 2009.
- Vasant Desai: Financial Markets and Financial Services, Himalaya,2009
- Rammohan: Regulation of Financial Intermediaries in Emerging Markets, Sage, 2009
- Pathak:Indian Financial Systems, Pearson, 2009
- M.Y.Khan: Financial Services, TMH, 2009.
- S.Gurusamy: Financial Services and System, Cengage,2009
- Meir Kohn: Financial Institutions and Markets, Oxford University Press, 2008.
- Anthony Saunders and Marcia Millon Cornett: Financial Markets and Institutions, TMH, 2009.
- Justin Paul and Padmalatha Suresh: Management of Banking and Financial Services, Pearson , 2009.
- Nanda Gopal: Emerging Financial Markets, Excel,2009.
- Nalini Prava Tripathy: Financial Services, Prentice Hall,2009.
- Frank.J.Fabozzi & Franco Modigliani: Foundations of Financial Markets and Institutions, Pearson, 2008.
- Vasant Desai, The Indian Financial System and Development, Himalaya,2009

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**MANAGEMENT OF INDUSTRIAL RELATIONS**

The objective of the course is to give a good understanding of dynamics of Industrial Relations against the backdrop of monitoring and regulatory environment in India.

**Unit-I:** Industrial Relations : Economy and the Labour Force in India – Approaches to Industrial Relations – Industrial Relations in Comparative Frame work- Management and Employer organizations – Introduction – origin and growth. Trade Unions- introduction-Definition and objectives-growth and structure of Trade Unions in India-Trade Unions Act , 1926 and Legal framework-Union recognition-Union Problems- Non-Union firms –Management of Trade Unions in India.

**Unit-II:** Collective Bargaining: Nature and legal framework of collective bargaining – Levels of Bargaining and Agreements- Change in the Labour-management relations in the post-liberalised India- Changes in the legal frame work of collective bargaining, negotiated flexibility, productivity bargaining, improved work relations, public sector bargaining and social security – Negotiating techniques and skills –drafting of an agreement.

**Unit-III:** Tripartism and Social Dialogue: Types and levels of Tripartism – social dialogue and the Reform Process – Strengthening tripartite social dialogue – Role of government in industrial relations.

**Unit-IV:** Labour Legislation-I –Factories Act, 1948, Workmen’s Compensation Act, 1923, ESI Act, 1948- The Payment of Wages Act, 1936, Minimum Wages Act, 1948, The Payment of Bonus Act, 1965, National wage policy – Contemporary issues in Wage systems.

**Unit-V:** Labour Legislation II: Industrial Disputes Act, 1948 - Grievance Handling Employee Grievances – Causes of Grievances –Conciliation, Arbitration and Adjudication procedural aspects for Settlement of Grievances –Standing Orders- Code Discipline. Industrial Disputes: Meaning, nature and scope of industrial disputes - Cases and Consequences of Industrial Disputes –Prevention and Settlement of industrial disputes in India- Employee Participation - Quality of Work Life- Managing good industrial relations.

**References**

- C S Venkataratnam: Management of Industrial Relations, Oxford University Press, 2009.
- Memoria and Gauskar: Dynamics of Industrial Relations, Himalaya, 2009
- Arun Monappa: Industrial Relations, TMH, 2009
- Tapamoy Deb:Managing Human Resources & Industrial Relations, Excel,2009
- B D Singh: Industrial Relations & Labour Laws, Excel, 2009.
- Sinha: Industrial Relations, Trade Unions and Labour Legislation, Pearson, 2009.
- P.K.Padhi: Labour and Industrial Laws, PHI, 2009.
- B D Singh: Industrial Relations, Excel, 2009

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**PROJECT MANAGEMENT**

The objective of this course is to lay an important foundation to students in managing projects with a special focus on every phase such as project planning, execution, monitoring and evaluation.

**Unit-I: Introduction:** Project management-What is Project Management-why Project Management-Project Lifecycle- Project Management Research in brief, Project Management today, Organization strategy and structure and culture, Forma of organization structure, stake holder management, organization culture, creating a culture for Project Management.

**Unit-II: Project Planning:** Project Planning Defining the project, Approaches to project screening and selection, Work breakdown structure, financial Module, Getting Approval and compiling a project charter, setting up a monitoring and controlling process.

**Unit-III: Project Execution:** Initiating the Project, Controlling and Reporting project objectives, conducting project Evaluation, Managing Risk-Four Stage Process , risk management an integrated approach, cost Management, Creating a project Budget.

**Unit-IV: Leading Project Teams:** Building a project Team, Characteristics of a Effective project Team, achieving cross- functional co-operation, virtual project teams, Conflicts management, Negotiations

**Unit-V: Performance Measurement and Evaluation:** Project control cycles, monitoring project performances, Earned value management, Human factors in project Evaluation and control, Project termination, Types of project terminations, Project management and future current and future trends in project management.

**References**

- Gray, Larson: Project Management-Tata McGraw Hill-2008
- Enzo Frigenti: Project Management-Kogan, 2008
- Jeffery K.Pinto: Project Management-Pearson Education-2009
- Larry Richman: Project Management-PHI, 2008
- Scott Berkun: Project Management, SPD, 2008
- Thomas M.Cappels: Financially Focused Project Management, SPD,2008.
- Anita Rosen: Effective IT Project Management-PHI-2008.
- R. Panneerselvam, P. Senthilkumar: Project Management, PHI, 2009
- Guide to Project Management Body of Knowledge (PMBOK® Guide) of Project Management Institute, USA.

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**MBA III SEMESTER**

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**FINANCIAL MODELING**

The objective of this course focuses on modeling as a generalized subject, regardless of the functionality a participant comes from. The course will focus on conceptualizing relationships that apply to variables in a given situation and the manipulation of variables for an end-objective. Participants will take part in a project to create a financial model from scratch by programming Excel and in the process, applying theory to practice.

**Unit-I:** Introduction to Financial modeling-Types of financial models – Model Design – Identifying the purpose and mode of use of Model – Flat payment schedules-Future values and applications – Multiple Internal Rates and Return- How financial models work.

**Unit-II:** Financial Statement Modeling – Modeling and Projecting the financial statements – Project Finance- Debt Repayment schedules – Projecting the income statement – Projecting the Balance statements – Projecting the cash flow Statements.

**Unit-III:** Valuation: Introduction to Financial Valuation – Importance of Valuation – Building Financial model – Deriving Free cash flows – Weighted average cost of capital – Sensitivity analysis - Comparable Company Analysis – Discounted Cash flow analysis.

**Unit-IV:** Portfolio Models: Calculating Portfolio means and variances – Using Excess return matrix in Spread Sheet – Ways of calculating Variance-Covariance matrix – Estimating Betas and Security market line.

**Unit-V:** Risk Modeling: Value at Risk – Option payoff and profit patterns - Credit Risk modeling – Option pricing models.

**References**

- Benninga, Simon: Financial Modeling, 2/e, Massachusetts Institute of Technology Press, 2001
- Benninga Simon: Financial Modeling, 3/e Massachusetts Institute of Technology Press,2008
- Chandan Sengupta: Financial Modeling Using Excel and VBA, Wiley Finance,2004.
- Marshall & Bansal: Financial Engineering: A complete Guide to Financial Innovation, PHI, 2009.
- Subbarao & Parvateesam: Financial Engineering, Excel, 2009
- Michael Rees: Financial Modeling in Practice, Wiley Finance, 2008
- K Scott Proctor: Building Financial Models with Microsoft Excel: A Guide of Business Professionals, Wiley Finance,2004
- Keith A Allman: Modeling Structured Finance Cash flows With Microsoft Excel: astep by step guide, Wiley Finance, 2007
- Thomas S. Y.Ho, Sang Bin Lee: The Oxford Guide to Financial modeling-- Applications for Capital Markets, Corporate Finance, Risk Management and Financial Institutions, Oxford University Press, 2004.

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**Elective III**

**RETAILING MANAGEMENT**

The objective of the course is to enable students to develop a deeper insight into the functioning of Retailing Sector with a special focus on merchandising and store management.

**Unit-I: Introduction:** Advent of retailing -Functions of retailing - Types of retailing -Customer buying behavior-Retailing Strategy: Target market & Retail format - Growth strategies - Strategic retail planning process - Factors to be considered for retail planning. Human resources & Administrative Strategy: Designing the organizational structure for retail firm - Retail organization structures.

**Unit-II: Merchandising and pricing strategies:** Merchandize planning - Sources of merchandize - Category Management - Buying systems to stores - Allocation of merchandize- Retail pricing strategies –Approaches for setting pricing – Pricing adjustments – Using price to stimulate retail sales – Promoting the merchandise – Implementing an advertising plan.

**Unit-III: Store Management:** Objectives of a good store design –Store design – Store layout – Space planning – Merchandise presentation techniques and atmospherics.

**Unit-IV: Location strategies:** Shopping centers –Freestanding sites – Location and retail strategies-Factors affecting the demand for a region or trade area –Factors affecting the attractiveness of a site.

**Unit-V: Retailing in India:** The present Indian retail scenario – Factors affecting retailing in India – Region wise analysis of Indian retailing – Retailing opportunities in India. CRM in retail management, prompt delivery, customer satisfaction after sales service etc.

**References**

- Levy & Weitz: Retailing Management , TMH, 2009.
- Fernie: Logistics & Retail Management, Kogan Page, 2009
- Arif sheik: Retail Management, HPH,2008
- Sivakumar:Retail Management, Excel, 2009
- A.J.Lamba: The art of Retailing, TMH, 2009.
- Andrew J Newmann & Petes Cullen: Cengage Learning, 2009.
- Barry Berman Joel &R Evans: Retailing Management-A Strategic Approach, Pearson Education, 2009.
- Swapna Pradhan: Retailing Management Texts & Cases, TMH, 2009
- Diamond: Retail Buying, Pearson, 2009
- Sathish Taneja: Franchising, Paragon International, 2009

**CDs (EXCEL MULTIMEDIA)**

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**TITLE**

**THE CHANGING FACE OF  
RETAILING IN INDIA**

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**DERIVATIVES**

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

**Unit-I: Introduction to Derivatives** – Development and Growth of Derivative Markets, Types of Derivatives, Uses of Derivatives, Fundamental linkages between spot & Derivative Markets, The Role of Derivatives Market, Uses & Misuses of derivatives.

**Unit-II: Future and Forward Market** structure of forward and Future Markets, Mechanics of future markets, Hedging Strategies, Using futures, Determination of forward and future prices, Interest rate futures, Currency futures and Forwards.

**Unit-III: Options** – Distinguish between Options and Futures, Structure of Options Market, Principles of Option Pricing, Option Pricing Models: The Binomial Model, The Black – Scholes Merton Model.

**Unit-IV: Basic Option Strategies**, Advanced Option Strategies, Trading with Options, Hedging with Options, Currency Options.

**Unit-V: Swaps** – Concept and Nature, Evolution of Swap Market, Features of Swaps, Major types of Swaps, Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps, Credit Risk in Swaps, Credit Swaps, using Swaps to Manage Risk, Pricing and Valuing Swaps.

**References**

- Jayanth Rama Varma: Derivatives and Risk Management, TMH, 2008.
- John C Hull: Options, Futures and other derivatives, 7<sup>th</sup> Edition, Pearson , 2009
- Mishra: Financial Derivatives, Excel, 2009.
- S.L.Gupta: Financial Derivatives: Theory, Concepts and Problems, Prentice Hall, 2009
- S.S.Kumar; Financial Derivatives, PHI, 2009
- David A. Dubofsky, Thomas W Muller, TR: Derivatives Valuation and Risk Management, Oxford, 2008
- Don M Chance, Robert Brooks: Derivatives and Risk Management Basics, Cengage, 2008.
- A.N.Sridhar: Futures and Options, Equities & Commodities, Shroff Publishers and Distributors, 2008.



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**TRAINING AND DEVELOPMENT**

The objective of this study is to specialize the HR students in the process of Training and Development

**Unit-I: Training Choices and Dynamics:** What is training?, Assumption for prevailing and alternative Concepts of training, action through training or action through force, culture and other contexts, training strategy, overview of training process. Establishing the objectives and preparing the partners, Organizational collaboration through clarifying needs, two dilemmas of development, clarifying individual motivation for training, seven system functions with candidates for training.

**Unit-II: Designing the Program-**Designing the successive approximations, five steps in program design, outlining programme sequences and themes, composing the detailed syllabus, modular approach to programme design, building in flexibility, monitoring and improving training during the programme, training schedules and time tables.

**Unit-III : Training Methods-** Two faulty juxtapositions, events-reflection-experience, learning on the job – nine training requirements methods, training methods compared with objectives, learning process and facilities, Developing Group And The Climate: the social process – three aspects, indicators of group development, the training climate, Trainers And Training Style: Personal needs of trainers, power and influence, trainers realness under pressure, trainers role, trainers style, Post training support for improved performance at work.

**Unit-IV: Evaluation of Training :** Issues for evaluation, role of the training system with evaluators from other constituencies, Training And Training System Development- system goals and approaches to system development, tasks of the training system, the dynamics of developing training systems, Training Centre And Like Institutions- Characteristics, dilemmas, consistent learning environment for participants, institutional climate for trainers, trainers language of resistance, crises dilemmas and resolution in institution development, the training centre in its environment, Action Research For Better Training- Action research by trainers, some questions for trainers to study, trainers-researchers.

**Unit-V: Training instruments** – Self-assessment exercise- Self Awareness Questionnaires, Fundamental Interpersonal Relations Orientation – Behavior (FIRO-B), Setting goals for subordinates, coaching counseling and mentoring, empowering people through delegation, working with teams, creative problem solving.(Reference 2)

**References**

- Raymond A Noe: Employee Training and development, TMH, 4/e,2008.
- Rolf P Lynton, Udai Pareek: Training for Development, Vistaar Publications, 2008.
- G Pandu Naik: Training and development, Excel Books,2007.
- P.Nick Blanchard, James Thacker: Effective Training, Pearson Education , 3/e,2009.
- Stephen P.Robins: Training in Interpersonal Skills, PHI,4/e,2008.
- R K Sahu: Training for Development: Excel Books,2006.

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**KNOWLEDGE MANAGEMENT**

The objective of the course is to provide the basics of the emerging area of Knowledge Management to students. This course through light on few important concepts as Knowledge management and Information Technology, Knowledge process, etc.

**Unit-I: The Knowledge Economy:** Leveraging Knowledge, Data-Information-knowledge-Wisdom relationship, organizational knowledge, characteristics and components of organizational knowledge – Building knowledge societies- Measures for meeting the challenges of implementing KM programmes.

**Unit-II: Knowledge Management and Information Technology:** Role Information Technology in Knowledge Management Systems, Knowledge Management tools, Creative effective Knowledge Management Systems through Information Technology, ERP and BPR, Data Warehousing and Data Mining.

**Unit-III: Future of Knowledge Management and Industry perspective:** Companies on the road to knowledge management, Knowledge Management in Manufacturing and service industry, challenges and future of Knowledge Management.

**Unit-IV: The Knowledge Process:** Universal appeal, Stages of KM Process, Knowledge Capital vs physical capital, Customer Relationship Management, Business Ethics And KM, The Promise of Internet and the Imperatives of the new age.

**Unit-V: Implementation of Knowledge Management:** Discussion on Roadblocks to success, 10-step KM Road Map of Amrit Tiwana, Business Intelligence and Internet platforms, web Portals, Information Architecture: A three-way Balancing Act, KM, the Indian experience, Net Banking in India. –Role of knowledge Management in Organisational Restructuring. -The Mystique of a Learning Organisation.

**References**

- Mattison: Web Warehousing & Knowledge Management, Tata McGraw-Hill, 2009
- Becerra Fernandez: Knowledge management: An Evolutionary view, PHI, 2009
- Fernando: Knowledge Management, Pearson, 2009
- B.Rathan Reddy: Knowledge management, Himalaya, 2009
- Tapan K Panda: Knowledge Management, Excel, 2009.
- Barnes: Knowledge Management systems, Cengage, 2009.
- Tiwana: The Knowledge Management tool kit, 2/e, Pearson Education, 2009.
- Warier: Knowledge Management, Vikas Publishing House, 2009
- Sislop: Knowledge Management, Oxford University Press, New Delhi, 2009
- Debowski: Knowledge Management, Wiley Student Edition, Wiley India, 2007

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**PREDICTIVE ANALYTICS**

Predictive analytics is an area of statistical analysis that deals with extracting information from data and using it to predict future trends and behavior patterns. Predictive analytics is being increasingly used in insurance, telecommunications, retail, travel, healthcare, pharmaceuticals and other fields. Here, the focus is on developing models that process a customer's credit history, loan application, customer data, etc., in order to rank-order individuals by their likelihood of making future credit payments on time.

**Internal Evaluation (for 40 Marks) for this paper will be based on Lab performance on SPSS17.0 Predictive Analytics Software Statistics.**

**Unit-I: Introduction to Predictive analytics and Time series analysis:** Introduction: Introduction to Predictive analytics: Definition, Types of predictive models, Applications of Predictive analytics Areas of application, Objectives of time series analysis, Component of time series, Descriptive analysis. Distributional properties: Independence, Autocorrelation, Stationary. Probability models to time series: Random walk, Autoregressive model. Moving Average model, mixed models, parameter estimation, Diagnostics. Forecasting: Optimal forecasts, Forecasts for ARMA models, Exponential Smoothing forecasting method.

**Unit-II: Regression and Logistic regression:** Importance of Regression Analysis, Key principles and features of Regression Analysis- Measuring associations using correlations, Building simple linear regression models - Extension to many variables – Multiple Regression, Concepts of Logistic Regression Addressing business problems using Logistic Regression, applying Logistic Regression for best effect

**Unit-III: Customer/ Product Segmentation and Cluster analysis:** Introduction to classification and clustering: visualization techniques, including principal components and multidimensional scaling. Methods of cluster analysis, graphical outputs, identification of outliers and determination of optimal number of clusters -Business benefits of segmentation- Key issues in segmentation- Define objective of segmentation- Identification of base for segmentation (people vs businesses vs occasions, global vs local)- Identification and development of input variables (needs, behaviours, demographics)- Selection of appropriate segmentation approach- Analytic issues (stability testing, outliers etc)- Creating allocation models for databases- Segmentation techniques–pros and cons

**Unit-IV: Simulation and Revenue forecasting:** Process of Simulation, Monte Carlo Method, Waiting Line-Simulation Method, , Marketing Management Simulation, Special Techniques Of Marketing Research, The role of demand forecasting in revenue management, develop various extrapolative forecasting methods , measuring forecast error and compare different forecasting methods.

**Unit-V: Customer Reporting & Profiling through Data Mining:** Development of customer profile - their needs and wants - competitive analysis of the business and listing competitors-• List the strengths and weakness in terms of the products/services offered. Customer value, models for increasing its value/satisfaction/quality, Sourcing and analysing customer relevant data.

## References

- Donald.R.Cooper and Pamila.S.Schindler: Marketing Research Concept & Cases, TMH, 2006.
- Malhotra, Naresh: Marketing Research: An Applied Orientation, 5/e, Pearson, 2009.
- Gilbert A. Churchill and Dawn Iacobucci: Marketing Research-- Methodological Foundations, 9/e, Cengage, 2005
- Aaker, David, V. Kumar and George Day: Marketing Research, 8th edition, John Wiley & Sons,1995.
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**Elective - IV  
INTERNATIONAL MARKETING**

The objective of the course is to provide students with a perspective of International Marketing Management, its environment and complexities. The prerequisite for the course is Marketing Management taught in II semester.

**Unit-I:** International Marketing: Scope and Significance of International Marketing, the strategic importance of international marketing , Differences between international and domestic marketing . Need for international trade, trends in foreign trade. International market environment - Business Customs in International Market.

**Unit-II:** Canalising and targeting international market opportunities: regional market Characteristics, Marketing in transitional economies and third world countries, international market segmentation and targeting. International Market Entry Strategies: Indirect Exporting, Domestic Purchasing, Direct Exporting , Foreign Manufacturing Strategies Without Direct Investment, Foreign Manufacturing Strategies With Direct Investment. Entry Strategies of Indian Firms.

**Unit-III:** International product management: International product positioning, Product saturation Levels in global Market, International product life cycle, Geographic Expansion–Strategic Alternatives. New products in Intentional Marketing, Product and culture, brands in International Market.

**Unit-IV:** International Marketing Channels: channels –Distribution Structures, Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing An international Distribution Strategy Selecting Foreign Country Market intermediaries. The management of physical distribution of goods.

**Unit-V:** Pricing and Promotion for international Markets: Environmental influences on Pricing Decisions , Grey Market goods, Transfer pricing, Global Pricing – Policy Alternatives. Global Advertising and brandy, selecting an advertising agency. Personal selling, Sales Promotion, Public Relations and Publicity, Sponsorship Promotion. Export Policy Decisions of a firm, EXIM policy of India. Export costing and pricing, Export procedures and export documentation. Export assistance and incentives in India.

**References**

- Philip R. Cateora, John L. Graham: International Marketing, Tata McGraw-Hill Co. Ltd., 2009.
- Mathur: International Marketing, Sage, 2009
- Roger Bennett & Jim Blythe: International Marketing Strategy Planning Market Entry & Implementation, Kogan, 2009.
- Francis Cherunillum: International Marketing, Himalaya, 2009.
- Vasudeva: International Marketing, Excel,2009.
- Sak Onkvisit, John J. Shaw: International Marketing Analysis and Strategy, 3/e, Pearson, 2009.
- Isobel Doole and Robin Lowe: International Marketing Strategy, 2/e, Cengage, 2009.
- Subhash C. Jain: International Marketing, Cengage, 2009.
- Keegan: Global marketing Management, Pearson, 2009.
- Michael Czinketa: International Marketing 8/e, Cengage, 2009

**CDS (EXCEL MULTIMEDIA)**

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MBA IV SEMESTER

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**INTERNATIONAL FINANCIAL MANAGEMENT**

The objective of the course is to provide students with a broad view of International Monetary Systems and its understanding to enable a global manager to do business in a global setting. The prerequisite for the course is Financial Accounting and Analysis and Financial Management.

- **Discounting and Statistical tables need be provided to students for examination.**

**Unit-I: International Financial Management:** An overview, Importance, nature and scope, Theories of International business, International Business Methods, Recent changes and challenges in IFM - International Flow of Funds: Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade flows, Agencies that facilitate International flows. Indian BoP Trends.

**Unit-II: International Monetary System:** Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, evaluation of floating rates, the current exchange rate arrangements, the Economic and Monetary Union (EMU). Global financial instruments and institutions.

**Unit-III: Foreign Exchange Market:** Function and Structure of the Forex markets, major participants, types of transactions and settlements dates, Foreign exchange quotations, process of arbitrage, speculation in the forward market - Currency Futures and Options Markets, Overview of the other markets – Euro currency market, Euro credit market, Euro bond market, International Stock market. ADRs, GRDs.

**Unit-IV: Exchange Rates:** Measuring exchange rate movements, Factors influencing exchange rates. Government influence on exchange rates – exchange rate systems. Managing Foreign exchange Risk. International arbitrage and interest rate parity. Relationship between inflation, interest rates and exchange rates – Purchasing Power Parity – International Fisher Effect – Fisher Effect.

**Unit-V: Asset–liability Management:** Foreign Direct Investment, International Capital Budgeting, International Capital structure and cost of capital. International Portfolio Management. International Financing: Equity, Bond financing, parallel loans - International Cash management, accounts receivable management, inventory management. Payment methods of international trade, trade finance methods, Export – Import bank of India, recent amendments in EXIM policy, regulations and guidelines.

**References**

- S.Eun Choel and Risnick Bruce: International Financial Management, TMH, 2009
- T. Siddaiah: International Financial Management, Pearson, 2009
- Alan C.Shapiro: Multinational Financial Management, John Wiley, 2009.
- Jeff Madura: International Corporate Management, Cengage, 2009.
- V.A Avadhani: International Financial Management, HPH, 2008
- Madhu Vij: International Financial Management, Excel, 2009.

- P.K Jain: Josette Peyrard and Surendra S. Yadav, International Financial Management, Macmillan, 2009.
- P.G.Apte: International Financial Management, TMH 2009.
- Maurice D.Levi: International Finance, TMH, 2009
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PERFORMANCE MANAGEMENT

The objective of the course is to provide an outline of performance management of individuals in the organization. The prerequisite for the course is knowledge of HRM.

**Unit-I:** Introduction to performance management, planning performance for role clarity, accountability and effectiveness, increasing self awareness and understanding: Self Appraisal, performance analysis. Bharat Petroleum Corporation Ltd.: Aligning people to business goals, Performance Management System in Titan. Linkage between Human resource strategy and organizational performance.

**Unit-II:** Improving quality of performance ratings, Performance Review Discussion, Using Performance Management Systems, Data for HR Decision and Performance Improvements, Performance Management Systems and Appraisal Practices in India, Performance Management Systems and Appraisal Practices in some Asian Countries. Performance Management System in Infosys, Performance Management System in Dr.Reddy's Laboratories

**Unit-III:** Making Performance Management Systems and Appraisals Work, Monitoring Performance Planning Analysis and Development Systems, Focusing on Team Performance for Better Results. Performance Management System in National Stock Exchange, Performance Planning Development Review and Management System: NOCIL.

**Unit-IV:** Rating-Less Appraisals for the future of performance management systems, Performance Management: From Systems to Spiritual Approach, Implementing Performance Management Systems.

**Unit-V:** Strategies for performance management, Competency Mapping, Benchmarking for excellence in performance: Diagnostic bench-marking-process bench marking-effectiveness of bench-marking. Benchmarking. Case Studies -Integrating 360 degree Feedback with Performance Management System : *TISCO*, 360 Degree or Multirater Assessment and Feedback Systems, Potential Appraisal.

**References**

- T.V.Rao: Performance Management and Appraisal Systems, Response, 2008.
- Herman Aguinis: Performance Management, Pearson Education, 2009.
- T.V.Rao: 360 Degree Feedback and Assessment and Development Centres, Excel, 2005.
- Kandula: Performance management, PHI, 2009.
- Michael Armstrong: Performance Management, Kogan Page, 2007.
- A.S.Kohli, T.Deb: Performance Management, Oxford Higher Education, 2008.
- Dinesh K Srivastava: Strategies for Performance Management, Excel, 2005.
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**INFORMATION SYSTEMS CONTROL & AUDIT**

The objective of the course is to provide students with knowledge of control of Information Systems and Audit. The prerequisite for the course is knowledge of ERP & MIS.

**Unit-I:** Overview of Information System Auditing-Conducting an Information Systems Audit, Overview & steps in an Audit.

**Unit-II:** The Management Control Framework-I: Introduction, Systems Development Management Controls, Security Management Controls, Operations management Controls, Quality assurance Management Controls.

**Unit-III:** The Application Control Framework-I : Boundary Controls, Input Controls, Processing Controls, Database Controls, output Controls.

**Unit-IV:** Evidence Collection & Evaluation: Audit Software, Code Review, Test Data, and Code Comparison, Concurrent Auditing techniques, Interviews, Questionnaires ,and Control Flowcharts. Performance Management tools. Evaluating Asset Safeguarding and Data Integrity, Evaluating System Effectiveness, Efficiency.

**Unit-V:** Information Systems Audit and Management: Managing the Information Systems Audit Function, Introduction, Planning Function, Organising Function, Staffing Function, Leading Function, Controlling Function, Some Features of Information Systems Auditing.

**References**

- Ron Weber: Information Systems Control and Audit, Pearson, 2006.
- James A.Hall: Information Technology Auditing and Assurance, Cengage. 2008.
- Davis: IT Auditing, TMH, 2007
- David Ricchiute: Auditing and Assurance Services, 7/e, Cengage, 2008.
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- Ronald, Russel: The CISSP prep Guide, 2/e. Wiley, Dreamtech, 2006.
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**MANAGEMENT OF NGOS**

The objective of this course is to develop an insight into the functioning of Non-Government Organisations and understand different strategies for capacity building of NGOs. Also how NGOs can leverage with Microfinance will be covered here.

**Unit-I:** Understanding NGOs - Concept and back ground of NGOs-Types of NGOs and History of NGOs in India- concept of civil society- Role of Civil society in Social Change – Government Schemes in Social Sector-International Schemes supporting NGOs and premier NGOs in India- Advocacy and Social Mobilization- key management functions of leadership and governance relating to NGOs.

**Unit-II:** Strategy, Structures and Systems of NGOs-Principles and models of NGO to develop structures-Vision and Mission of NGOs-People Management in NGOs-Recruiting- Developing and retaining people in NGOs. Mobilising and Managing Financial Resources-Foreign Contribution Regulatory Act (FCRA) – Registration of NGOs (Society Registration Act, Bombay Public trust Act and Foundation Act, Companies Act)-Income Tax Act (sec35AC and Sec80G)-Tax Deduction at Source (TDS)- Labour laws-Audit Reports in NGOs.

**Unit-III:** Managing for Effective Impact -Different approaches to measuring impact-The role of NGO managers learning and managing change- Strategic Planning and Organization- Developing and Organizing Resources- Designing Marketing Mix-Planning and Budgeting Marketing Mix-Controlling Marketing Strategies.

**Unit-IV:** Strategy and management of Social Enterprise- Business Involvement Social Issues and Organization- Strategies to create Business and Social Value-NGO Sector and emerging global economy.

**Unit-V:** Leveraging with Micro-Finance - Roots of Microfinance: ROSCAs and Credit Cooperatives, Micro Financing Industry today- Microfinance Products- Agricultural Microfinance – Regulations and Supervision on Micro Finance Institutions – Role of NABARD- Mutually aided co-operative societies – Microfinance credit lending models – Group Lending Methodology - Differentiation of Self Help Groups(SHG) and Joint Liability Group Model – Transaction cost and time for lending – SHGs cluster and Federations.

**Reference:**

- David Lewis:The Management of Non-Governmental Development Organisations,2/e,Routledge, 2009
- Philip smith & Eric Thurman, A Billion Bootstraps: Microcredit, Barefoot banking, McGraw Hill Publication,2006.
- K.G. Karnakar, Microfinance in India, Sage 2009.
- Prabhu Ghatge, Indian Microfinance – The Challenges of rapid growth, Sage, 2009
- Murthy, Ranjani K and Nitya Rao: Addressing poverty : Indian NGOs and their Capacity Enhancement in the 1990s, Fredric Edmund Stiftung, 1997
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**Elective V  
SALES AND DISTRIBUTION MANAGEMENT**

The objective of this course is to provide students a wonderful of opportunity of learning the basics and concepts of Sales Management and Distribution Management.

**Unit-I: Introduction:** Evolution of Sales Management- Nature and importance of Sales Management- Roles, Types and Skills of Sales Managers- Sales Objectives, Strategies and Tactics- Emerging Trends in Sales Management- Linking Sales and Distribution Management- Psychology in Selling- Buying Decision- Sales Knowledge and Sales Related marketing policies- Sales Process- Transactional and Relationship Selling. Motivation and controlling Sales force effort

**Unit-II: Management of Sales-I :** Strategic Planning- Role of Marketing & Sales- Marketing & personal selling Strategies – Sales Strategy – Developing sales forecast-Forecasting approaches- Sales budget- Defining sales territories-Procedures for designing territories- Assigning territories to people- Managing Territories-Sales Quotas.

**Unit-III: Management of Sales–II:** Concepts of Sales Organisation- Types of Sales organization structures- Specialization within sales organization- Sizing and Staffing the Sales force – Training and Motivating Sales Force- Compensating and Leading Sales force- Sales force expenses – Marketing audit- Sales force audit- Evaluation of sales org- Evaluating and controlling the performance of sales force.

**Unit-IV: Distribution Management:** Definition-Need for Distribution Management- Need for Distribution Channel–Roles and functions of Channels of Distributions. Value addition of Distribution Management- Marketing Channels- Channel Formats- Relationship of flows to service levels – Channel levels–Service Channels- retailer as a salesman – Trading /Retail Formats –E-Tailing–Wholesale–Functions & Classification–Major Wholesaling decisions- Distributors-Dealers/ Stockists.

**Unit-V: Designing Channel Systems:** Channel Design factor – Channel planning process – Ideal Channel structure – Training, Motivating & Evaluating Channel members- Channel Design Comparison – Implementation – Vertical Integration – Channel Management – Power & Conflict – Principles of Channel Management – Channel Information System- International Sales and Distribution Management.

**References**

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- Chunawala: Advertising, Sales and promotion Management, HPH, 2009
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- Donald J. Bowersox & M. Bixby Cooper: Strategic Marketing and Channel Management, TMH, 2008
- John F Tanner Jr, Earl D Honeycutt Jr & Robert C Erffmeyer: Sales Management, Pearson Education, 2009.
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**STRATEGIC INVESTMENT AND FINANCING DECISIONS**

The objective of the course is to provide students with a knowledge of investment and Financing decisions from the strategic perspective. The prerequisite for the course is Financial Accounting and Analysis and Financial Management.

**Students need to be provided with discounting and statistical table for examination**

**Unit-I: Introduction:** Definition, investment decision process, sources of investments, investment verses speculations. Factors to be considered in investment decisions liquidity, return, risk, maturity, safety, tax and inflation. Investment decisions under conditions of Risk and uncertainty: Concepts of risk and uncertainty. Risk Analysis in Investment Decisions. Risk adjusted rate of return, certainty equivalents, probability distribution of cash flows, decision trees, sensitivity analysis and Monte Carlo Approach to Simulation. Investment Decisions under capital constraints: Capital Rationing Vs. Portfolio. Portfolio Risk and diversified projects.

**Unit-II: Types of Investments and disinvestments:** Project abandonment decisions, Evidence of IRR. Multiple IRR, Modified IRR, Pure, simple and mixed investments. Lorie Savage Paradox. Adjusted NPV and impact of inflation on capital budgeting decisions.

**Unit-III: Critical analysis of appraisal techniques:** Discounted pay back, post pay back, surplus life and surplus pay back, Bail-out pay back, Return on Investment, Equivalent Annual Cost, Terminal Value, single period constraints, multi-period capital constraint and an unresolved problem, NPV mean variance analysis, Hertz Simulation and Hillier approaches. Significance of information and data bank in project selections.

**Unit-IV: Strategic Analysis of selected investment decisions:** Lease Financing, Leasing Vs. Operating Risk, borrowing vs. procuring. Hire purchase and Instalment decisions. Mergers and acquisitions in Capital Budgeting, cash vs. equity for financial mergers.

**Unit-V: Financing Decisions: International Capital Structure:** Modigliani Miller Model: Hamada Model of Market Risk: The Miller Model: The Trade-Off Models and Agency Costs: Capital Structure Theory –the Signaling Model.

**References**

- Prasanna Chandra: Financial Management, 7/e, TMH, 2008
- Vishwanath, Corporate Finance, Sage, 2009
- Francis jc4 Taylor R.W, Theory and problems of investments , Schaum’s outline series, Mc Graw Hill.
- Alan Shapiro: Capital Budgeting and investment Analysis, Pearson, 2008.
- Prasanna Chandra: Projects: Planning, Analysis, Financing Implementation and Review, 6/e ,TMH, 2008
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- Alexander: Fundamentals of Investment 3/e Pearson,2008
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**MANAGEMENT OF CHANGE**

The objective of the course is to enable students understand how to cope up with the changes that take place constantly in business. The prerequisite for the course is knowledge of HRM and Organisational Behaviour subjects.

**Unit-I:** Change Management: Introduction, An overview of change, Forces of Change, Types of Change, change models, change programmes – change levers-Change as growth – change as transformation – change as turnaround – Value-based change Cases- A Hewlett Packard Change Story: Managing a Merger, An IBM Change Story: Transformational Change from below and above, A McDonald's Change Story: Responding to Pressure.

**Unit-II:** Mapping and diagnosing change: The role of diagramming in system investigation – A review of basic flow diagramming techniques –systems relationships – systems diagramming and mapping, influence charts, multiple cause diagrams- A multidisciplinary approach- Cases Chipping Away at Intel, Nestle, Boeing.

**Unit-III:** Change Diagnosis & Resistance to Change : Diagnosis Models and Component Analysis – diagnosing readiness to change- Resistance to change: Factors contributing to resistance, cognitive and affective processes, recognizing resistance, Managers as resisters to change - suggestions to manage resistance- Cases-Problems at Perrier, Innovations at Wipro.

**Unit-IV:** Implementing change: Organisation Development - Meaning, Nature and scope of OD - Dynamics of planned change – Person-focused and role-focused OD interventions –Planning OD Strategy – Implementing change through OD, Appreciative inquiry and sense-making approaches-Contingency and Processual Approaches to implementing change- Change at Dupont, British Airways Swipe Card Debacle, Implementing Tata Business Excellence Model in Tata Steel

**Unit-V:** Linking vision and Change: Content of meaningful vision – Strategies for communicating change- Consolidating change: Actions to consolidate to change – Signs of consolidation of change - caution to be observed- Cases, Roel of Vision at Mentor Graphics.

**Note: Cases in Reference 1 and 2.**

**References**

- Palmer, Dunford, Akin: Managing Organisational Change—A multiple perspective Approach, TMH, 2009.
- Mike Green: Change management, Kogan Page, 2009.
- V.Nilakant and S.Ramnarayan: Managing Change, Response Books, New Delhi, 2009.
- Radha R Sharma: Change Management—Concepts and Applications, TMH, 2009
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- Thorn Hill: Managing Change,Pearson,2009.
- Joseph W. Weiss: Organisational Behaviour and Change--Managing Diversity, Cross cultural dynamics and Ethics. Cengage, 2009.
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- French: Organizational Development and Transformation, 6/e, TMH, 2009

**CDs (EXCEL MULTIMEDIA)**

**AUTHOR**

**TITLE**

**RAHU SUBIR,M.P.**

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**THAPAR GAURAM**

Vice Chairman & MD, Ballarpur Industries Ltd.

**SUBIR RAHA**

President, AIMA and Former CMD, ONGC

**MANAGING NEW INDIA: THE INDIA**

**MNCs**

**SAMPATH KUMAR MOORTHY**

President, Sundaram Fastenses

**PANDA B J, MUTHURAMAN B**

**EMERGING LEADERSHIP: THE ROLE OF  
NEXT GENERATION POLITICIANS**

**EMERGING LEADERSHIP: ACQUIRING A  
GLOBAL MINDSET**

**SCHWARTZ PETER**

Chairman Global Business Network

Monitor Group

**MEGA TRENDS OF THE NEXT**

**DECADE**

**CHEN HONG**

Chairman & CEO the Hina Group Inc, China.

**DATTA RAJ,**

Head(Knowledge Management Group)

Mindtree Consulting Pvt. Ltd.

**COLLABORATION, TRUST AND**

**INNOVATIVE CHANGE**

**VERMA YASHO V**

Director (HR & MS), Lg Electronics Ind Ltd

**CNBC CDs TV18**

Some Inspirational Movies from Management perspective (Management of Change)

<b>English</b>	<b>Hindi</b>	<b>Telugu</b>
Gladiator	LAGAN	Sye
Goal-I	IQBAL	Gamyam,
Goal-2	Lakshya	
Victory	Swadesh	
10,000 BC	Guru	
United 93		



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**DECISION SUPPORT SYSTEMS**

The objective of the course is to provide an understanding of Decision Support System for Management decisions. The prerequisite for the course is knowledge of ERP & MIS.

**Unit-I:** Decision- Making and Computerized support- Management support systems – Managerial Decision Making and Information Systems – Computerized Decision support and supporting technologies - Decision-Making Systems - Modeling, and Support

**Unit-II:** Decision Support System – Decision support systems configurations - The knowledge based management system – The Decision Support system Hardware – Decision support system classifications - Modeling and Analysis – Certainty, Uncertainty and Risk - Management support system modeling – Decision Analysis and alternatives – Multiple goals, Sensitivity analysis and Goal seeking - DSS Development

**Unit-III:** Developing Decision Support systems and Deterministic Models, the DSS Development Methodology – Decision Support Systems Technology levels and tools - Models Required to Cope With Uncertainty, Probabilistic Models and Fuzzy Sets, Fuzzy DSS and Fuzzy Expert DSS.

**Unit-IV:** Application of DSS to Some Functional Areas of Management Like Finance, Marketing, Production Planning and Control Etc. Feasibility of DSS Technical's and Financial viability

**Unit-V:** Non-Optimising Models of DSS and Intelligent Decision Support systems – Artificial Intelligence – Concepts of Expert systems – Problems and limitations of Experts systems – Expert systems success factors- Knowledge acquisition - Simulation Techniques and Monte- Carlo Methods.

**References**

- Macllah: Decision Support Systems and Data Warehousing, Tata McGraw-Hill , 2000.
- Efraim Turban, Jay E. Aronson, Ting-Peng Liang: DSS and Intelligent Systems, Pearson Education, 2009
- Stevenson: Introduction to Management Science, Tata McGraw-Hill, 2008.
- James A Obrien, George M Marakas: Management Information systems, 7/e, Tata McGraw-Hill, 2008.
- George M..Marakas: Decision Support Systems in the 21<sup>st</sup> Century, 2/e, PHI, 2008.
- Anderson: Introduction to Management Science & Quantitative techniques for Decision Making, Cengage, 2009
- Hiller, Lieberman: Operations Research: Concepts & Cases, 8/e, Tata McGraw-Hill , 2008.

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**RURAL MARKETING**

The objective of this course is to offer students a beautiful opportunity to learn about the emerging Marketing technique Rural Marketing. The present corporate world is eagerly waiting for professionals in Rural Marketing of their products and hence the course attains a huge importance. The prerequisite for this Course is Marketing Management which are being taught in 1st semester.

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

**Unit-II: Rural Market Research:** Challenges & Opportunities in Rural Marketing – Need and Wants of Consumer Behaviour – Factors influencing Rural consumers during purchase of product – Rural consumer Life style – Rural market research – Evolution of Rural Market Research – Methods and Sources of Data Collection – Data Collection tools-Limitations and Challenges in Rural Market Research.

**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: Innovation for Rural Market – Marketing Strategies – e –Rural Marketing – Agricultural Co – operative Marketing – Rural Market Mapping – Corporate Social Responsibility – Organised Rural Marketing – IT for Rural Development – e-Governance for Rural India.**

**References**

- Balram Dogra & Karminder Ghuman: Rural Marketing, TMH, 2009
- C K Prahlad:Bottom of the Pyramid, Pearson, 2009
- C.S.G.Krishnamacharyulu, Lalitha Ramakrishnan: Rural Marketing: Text and Cases, Pearson Education, 2009
- Kaushik Sircar: Rural Marketing, Himalaya,2008
- U.C.Mathur: Rural Marketing, Excel, 2009
- R.V.Badi and N.V.Badi: Rural Marketing, Himalaya,2008
  
- Ruby Roy Dholakia,Syed Ferhat Anwar and Khalid Hasan: Marketing Practices in Developing Economy, PHI, 2009
- K.S.Habeeb: Rural Marketing in India, Himalaya,2008

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**Elective VI  
SERVICES MARKETING**

The objective of the course is to provide a deeper insight into the marketing management of companies offering services as product. The pre-requisite for this course is Marketing Management offered in I semester

**Unit-I:** Understanding services marketing & CRM: Introduction, services in the modern economy, Classification of services, marketing services Vs. Physical services, services as a system -Customer Relationship Marketing: Relationship Marketing, the nature of service consumption, understanding customer needs and expectations, Strategic responses to the intangibility of service performances.

**Unit-II:** Services market segmentations: The process of market segmentation, selecting the appropriate customer portfolio, creating and maintaining valued relations, customer loyalty. Creating value in a competitive market: Positioning a service in the market, value addition to the service product, planning and branding service products, new service development.

**Unit-III:** Pricing & Promotion strategies for services: Service pricing, establishing monetary pricing objectives, foundations of pricing objectives, pricing and demand, putting service pricing strategies into practice. Service promotion: The role of marketing communication. Implication for communication strategies, setting communication objectives, marketing communication mix.

**Unit-IV:** Planning and managing service delivery: Creating delivery systems in price, cyberspace and time. The physical evidence of the service space. The role of intermediaries, enhancing value by improving quality and productivity.

**Unit-V:** Marketing plans for services: The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitoring marketing planning and services.

**References**

- Valarie A. Zeithaml & Mary Jo Bitner: Services Marketing—Integrating Customer Focus Across the Firm, TMH, 2009.
- Christopher Lovelock: Services Marketing People, Technology, Strategy, Pearson 2009.
- Ravi Sankar: Services Marketing, Excel, 2009
- Rajendra Nargundkar: Services Marketing, TMH, 2009
- Verma: Services Marketing, Pearson-2009.
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- Roland T. Rust and P.K. Kannan: E-Service New Directions in Theory and Practice, Prentice-Hall, 2009.
- James A. Fitzsimmons: Services Management—Operations, Strategy and Information Technology, 3/e, TMH, 2009.
- Hoffman: Services Marketing, Cengage, 2009
- M.K. Rampal & S.L. Gupta: Service Marketing, Paragon International, 2009.

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**RISK MANAGEMENT AND INSURANCE**

The Objective of this course is to give students a deeper insight into the concepts and strategies of Risk Management and Insurance.

**Unit-I: Introduction to Risk** – Types of Risks facing Business and Individuals, Risk Management Process, Risk Management Methods, Risk Identification and Measurement, Risk Management Techniques: Non Insurance Methods.

**Unit-II: Insurance as a Risk Management** Techniques Principles: Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of utmost good Faith, Requisites of Insurable Risks, Requirements of an Insurance Contract, Distinguishes Characteristics of Insurance Contracts, Role of Agents and Brokers.

**Unit-III: Risk Aversion and Risk Management** by Individuals & Corporations, Loss Control, Types of Loss Control, Optional Loss Control when Costs and Benefits are known.

**Unit-IV: Indian Insurance Industry:** Life Insurance, General Insurance – Growth, Development Role of Insurance in the economy, Regulation of Indian Insurance Business.

**Unit-V: Risk Management and Shareholders Wealth,** Risk Retention / Reduction Decision, Alternative risk Management, Hedging with Derivative Contracts.

**References**

- Scott E. Harringam Gregory R. Nichaus: Risk Management & Insurance, , TMH, 2009.
- George E. Rejda: Principles of risk Management & Insurance, , 9/e, Pearson Education, 2009.
- G.Koteshwar: Risk Management Insurance and Derivatives, Himalaya, 2008
- Gulati: Principles of Insurance Management, Excel, 2009
- James S Trieschmann, Robert E. Hoyt & David N. Sommer: Risk Management & Insurance, Cengage, 2009.
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- P.K.Gupta: Insurance and Risk Management, Himalaya ,2009.
- Mark S.Dorfman: Risk Management and Insurance, Pearson, 2009.
- Vivek & P.N. Asthana: Financial Risk Management, Himalaya,2009

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COMPENSATION AND REWARD MANAGEMENT

The objective of this course is to specialize the HR students in the process of Compensation and Reward Management. The prerequisite for this course is Human Resource Management offered in 2<sup>nd</sup> semester.

**Unit-I: Introduction to compensation and reward management:** Defining and exploring compensation and reward. Compensation professionals' goals, stake holders of compensation system.

**Unit-II: Evaluating, pricing and analyzing jobs and roles :** The approach to job evaluation, job evaluation in action, equal pay for work of equal value, conducting pay and benefit surveys and competency analysis.

**Unit-III: Pay Structures-** Pay structures purpose and types, graded pay structures, broad banding, rewarding individual and team contributions and organizational performance, performance related pay, performance management and rewards, shop floor incentive schemes, skill based pay, competency related pay, team rewards, relating rewards to organizational performance, non financial rewards.

**Unit-IV: Employee benefits,** allowances and pension schemes, Managing the reward system for special groups, rewarding directors and senior executives, international pay and expatriates rewards, rewarding sales staff, managing reward systems, managing rewards with the help of computers.

**Unit-V: Cases studies** – The case of temperamental talent, High performance through Participative Management, When and Executive Defects, Empowerment that came undone, Team Based Compensation: The HR Manager's Dilemma. (Reference 2)

Performance based compensation structure in Crompton Greaves Ltd., Performance Management System at Bharti Telecom, EVA Incentive Scheme: The TCS Approach and Experience.(Reference 3)

**References**

- Milkovich,Newman: Compensation Management, Tata McGraw Hill, 2009
- Michael Armstrong: Employee Reward, Oxford University Press,2008
- Tapomoy deb: Compensation Management, Excel Books,2009
- Goel: Performance Appraisal and Compensation Management: A Modern Approach, PHI, 2009
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- Sunil Bakshi: Compensation Management, Paragon International,2009.
- Marticho: Strategic Compensation, Pearson, 2008.
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**KEY ACCOUNTS MANAGEMENT**

The objective of this course is to make students more competent in taking care of maintaining major or key accounts/clients. This course offers the knowledge of managing large and Key Accounts which has become the key functionality of Corporate Marketing.

**Unit-I: Introduction:** Account Management- Big Picture Strategy- Targeting your large account – Buy Sell Hierarchy (Levels of Business Relationship)-setting your strategy-Basic principles.

**Unit-II: Strategic Analysis:** Charter Statements – Goals – Focus Investments- Stop Investments – Revenue targets – Pre-Action Overview.

**Unit-III: Situation Appraisal :** Selecting right accounts (Preparing the ground) – Account Summary- Account view Situation – Accounts trends & opportunities-Strengths and Vulnerabilities – Key account plan – Timetable and Performance

**Unit-IV: Key Account Management & Customer Perspective:** Supplier positioning – Becoming key supplier – Measuring Value – Measuring Trust – Supplier Power/ Trust Model – Understanding business strategy, Culture and Values.

**Unit-V: Preparing and Entering Key Account Management:** Goals and Obstacles- Process and Systems- Organization and Resources- Buying decision process- Decision making units – Key account management – e revolution.

**References**

- Robert e miller, Stephene Heiman & Tad Tuleja: Successful Large Account Management, 3/e Kogan Page, 2005
- Symonds: Global Account Management- Kogan, 2002.
- Noel Capon: Key Account Management & Planning, The Free press,2001
- Jim Blythe: Sales & Key Account Management, Cengage, 2009
- Peter Cheverton, Tim Hughes, Bryan Foss & Mertin Stone: Key Account Management, Kogan page, 2005
- Malcom Mc Donald and Diana Wood Burn : Key Account Management, BH publishers, 2/e, 2007.

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TOTAL QUALITY MANAGEMENT

The objective of this course is to facilitate students appreciate the quality concepts and develop an understanding of tools and techniques relating to total quality management.

**Unit-I: Principles and Practices-I:** Introduction,- Gurus of TQM,- Historic Review,- Benefits of TQM- Leadership, 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.

**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

**References**

- Howard S Gilton, Alan J Oppenheim: Quality Management, TMH, 2008.
- Dale H.Besterfeild, carlon Besterfeild: Total Quality Management, Pearson Education, 2008
- Sridhara bhat: Total Quality Management Texts and Cases, Himalaya, 2009.
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- James R.Evans, M.Lindsay: The Management and Control Of Quality, Cengage, 2009.
- Pradeep V.Mehta:Introduction to Quality Assurance-New Age publication, 2008.
- Divya Singhal: Implementing ISO 9001-2000, PHI, 2008

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**PROJECT WORK**

Students are required to work the entire fourth semester on the project even as they undergo the assigned course work of this semester. The students can choose specific problem of Industry or Industry based project work. Alternatively it can be secondary source based or Field based project work. Before they commence the project work it is suggested that they write a synopsis indicating the objectives, Methodology, Framework for analysis, Action plan with milestones in order to have clarity for their subsequent work. The project should have an internal faculty as guide.

**References**

- Business Essentials: *Research Project*, Viva, 2009
- Paul Oliver: *Writing Your Thesis*, Sage, 2009
- M.K.Rampal & S.L.Gupta: *Project Report Writing*, Paragon International, 2009
- Michael Jay Polonsky: *David S Waller: Designing and Managing a Research Project*, Sage, 2009
- Surendra Kumar: *An Aid to Project Work*, Paragon International, 2009.