



NRI INSTITUTE OF TECHNOLOGY

Autonomous Institution, Approved by AICTE, Permanently Affiliated to JNTUK, Kakinada
(Accredited by NAAC with "A" Grade and ISO 9001:2015 Certified Institute)
Pothavarappadu (V), Via Nunna, Agiripalli (M), PIN-521 212.
Ph : 0866 – 2469666 Website : nrigroupofcolleges.com

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

COURSE STRUCTURE

For

MBA (Regular)

(Applicable for batches admitted from 2019-2020)

NRIA18



NRI INSTITUTE OF TECHNOLOGY

Autonomous Institution, Approved by AICTE, Permanently Affiliated to JNTUK, Kakinada
 (Accredited by NAAC with "A" Grade and ISO 9001:2015 Certified Institute)
 Pothavarappadu (V), Via Nunna, Agiripalli (M), PIN-521 212.
 Ph : 0866 – 2469666 Website : nrigroupofcolleges.com

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Course Structure for MBA

Applicable for the students of MBA (Regular) from the Academic Year 2019-20

I MBA I SEMESTER

Subject	Title	Contact Hrs		Marks			Credits
		L+T	P	I	E	T	
18E1198401	Principles of Management	4		40	60	100	3
18E1198402	Managerial Economics	4		40	60	100	3
18E1198403	Accounting for Managers	4+1		40	60	100	3
18E1198404	Managerial Communication & Soft skills	4		40	60	100	3
18E1198405	Business Environment	4		40	60	100	3
18E1198406	Quantitative Techniques for Business Decision	4+1		40	60	100	3
18E1198491	IT – LAB		4	40	60	100	3

I MBA II SEMESTER

Subject	Title	Contact Hrs		Marks			Credits
		L+T	P	I	E	T	
18E1298401	Financial Management	4+1		40	60	100	3
18E1298402	Human Resource Management	4		40	60	100	3
18E1298403	Marketing Management	4		40	60	100	3
18E1298404	Production and Operations Management	4		40	60	100	3
18E1298405	Business Research Methods	4+1		40	60	100	3
18E1298406	Organizational Behavior	4		40	60	100	3
18E1298491	Mini Project	4		100	--	100	4

***Mini Project Report:**

The student should do Mini Project under the guidance of Internal Faculty and submit the report before the completion of II Semester End Examinations.

Note:

Electives: The student has to choose any **ONE** Specialization from the following areas in the beginning of III Semester.



NRI INSTITUTE OF TECHNOLOGY

Autonomous Institution, Approved by AICTE, Permanently Affiliated to JNTUK, Kakinada

(Accredited by NAAC with "A" Grade and ISO 9001:2015 Certified Institute)

Pothavarappadu (V), Via Nunna, Agiripalli (M), PIN-521 212.

Ph : 0866 – 2469666 Website : nrigroupofcolleges.com

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

II MBA III SEMESTER

Subject	Title	Contact Hrs		Marks			Credits
		L+T	P	I	E	T	
18E2198401	Strategic Management	4		40	60	100	3
18E2198402	Legal Aspects of Business	4		40	60	100	3
18E2198403	Business Ethics & Corporate Governance	4		40	60	100	3
HR							
18E2198511	Leadership Management	4		40	60	100	3
18E2198512	Compensation and Reward Management	4		40	60	100	3
18E2198513	Performance Management	4		40	60	100	3
18E2198514	Strategic Human Resource Management	4		40	60	100	3
FINANCE							
18E2198521	Security Analysis & Portfolio Management	4		40	60	100	3
18E2198522	Banking and Insurance Management	4		40	60	100	3
18E2198523	Advance Management Accounting	4		40	60	100	3
18E2198524	Strategic Financial Management	4		40	60	100	3
MARKETING							
18E2198531	Consumer Behavior	4		40	60	100	3
18E2198532	Retail Management	4		40	60	100	3
18E2198533	Customer Relationship Management	4		40	60	100	3
18E2198534	Strategic Marketing Management	4		40	60	100	3
SYSTEMS							
18E2198541	E-Business	4		40	60	100	3
18E2198542	RDBMS	4		40	60	100	3
18E2198543	Web Designing	4		40	60	100	3
18E2198544	System Analysis & Design	4		40	60	100	3



NRI INSTITUTE OF TECHNOLOGY

Autonomous Institution, Approved by AICTE, Permanently Affiliated to JNTUK, Kakinada

(Accredited by NAAC with "A" Grade and ISO 9001:2015 Certified Institute)

Pothavarappadu (V), Via Nunna, Agiripalli (M), PIN-521 212.

Ph : 0866 – 2469666 Website : nrigroupofcolleges.com

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

II MBA IV SEMESTER

Subject	Title	Contact Hrs		Marks			Credits
		L+T	P	I	E	T	
18E2298401	Logistic and Supply Chain Management	4		40	60	100	3
18E2298402	Entrepreneurship Development	4		40	60	100	3
HR							
18E2298511	Organizational Development & Change Management	4		40	60	100	3
18E2298512	Global HRM	4		40	60	100	3
18E2298513	Labor Welfare & Legislation	4		40	60	100	3
18E2298514	Management of Industrial Relations	4		40	60	100	3
FINANCE							
18E2298521	Financial Markets and Services	4		40	60	100	3
18E2298522	Global Financial Management	4		40	60	100	3
18E2298523	Risk Management	4		40	60	100	3
18E2298524	Tax Management	4		40	60	100	3
MARKETING							
18E2298531	Services Marketing	4		40	60	100	3
18E2298532	Promotional Distribution Management	4		40	60	100	3
18E2298533	Global Marketing Management	4		40	60	100	3
18E2298534	Supply Chain Management	4		40	60	100	3
SYSTEMS							
18E2298541	Business Intelligence	4		40	60	100	3
18E2298542	Enterprise Resource Planning	4		40	60	100	3
18E2298543	Cyber Laws & Security	4		40	60	100	3
18E2298544	Information Systems Audit	4		40	60	100	3
18E2298791	Major Project & Comprehensive Viva			Grade	8
TOTAL MARKS/CREDITS						2700	90



II MBA III SEMESTER

Sub Code: 18E2198401

Name of the Course: STRATEGIC MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives :

1. To expose students to various perspectives and concepts in the field of strategic management.
2. To understand Strategy formulation process and frameworks, tools and techniques of strategic analysis and its application.
3. To identify the Conceptual, diagnostic and analytical and conceptual skills in strategy formulation and execution.
4. Enable the students to understand the principles of strategy implementation in the organisation.
5. To learn about strategy evaluation and control by using quality and quantity benchmarking.

Course Outcomes:

1. To understand the concepts of strategic management its nature in industry and competitive analysis.
2. Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.
3. Conceptual, diagnostic and analytical and conceptual skills in strategy formulation and execution.
4. Students will be able to develop their capacity to think and execute strategically.
5. Execute strategic information systems, strategic surveillance and strategic audit.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2	2									2	1	1
CO2	1	2	2	2								2	1	1
CO3	1		2	2							2		2	2
CO4	1			3							2		2	2
CO5	1	2	2	2								2	2	2
Tot	5	6	8	9							4	6	8	8
Avg.	1	2	2	2.3							2	2	1.6	1.6



Syllabus:

UNIT 1

Introduction: Concepts in Strategic Management, Strategic Management as a process – Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company’s strategy – Drafting a strategy - Industry and Competitive Analysis

UNIT 2

Environmental Scanning and leadership: Methods. SWOT Analysis –Strategies and competitive advantages in diversified companies and its evaluation. Strategic Analysis and Choice: Tools and techniques- Strategic Leadership: Leadership and Style – Key Strategic Leadership Actions - Developing Human Capital and Social Capital – Balanced Scorecard.

UNIT 3

Strategy Formulation : Strategy Framework For Analyzing Competition, Porter’s Value Chain Analysis, Competitive Advantage of a Firm, Exit and Entry Barriers - Formulation of strategy at corporate, business and functional levels. Types of Strategies – Tailoring strategy to fit specific industry – restructuring and diversification strategies – different methods Turnaround strategy and diversification strategies.

UNIT 4

Strategy Implementation : Strategy and Structure, Leadership, culture connection - Strategies for competing in Globalizing markets and internet economy – Organizational Values and Their Impact on Strategy – Resource Allocation – Planning systems for implementation.

UNIT 5

Strategy Evaluation and control – Establishing strategic controls - Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance - strategic information systems – problems in measuring performance – Strategic surveillance -strategic audit

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

References

1. Vijaya Kumar P., Hitt A: **Strategic Management**, Cengage learning, New Delhi,2010
2. John A PearceII, Amita Mital: “**Strategic Management**”, TMH, New Delhi, 2012.
3. Sanjay Mohapatra: “**Cases Studies in Strategic Management**”, Pearson, New Delhi,2012
4. Adrian Haberberg&Alison: **Strategic Management**, Oxford University Press, New Delhi, 2010
5. P.Subba Rao: “**Business Policy and Strategic Management**” Text and Cases, Himalaya Publishing House, New Delhi, 2011
6. .Appa Rao, Parvatheshwar Rao, Shiva Rama Krishna: “**Strategic Management and Business Policy**”, Excel Books, New Delhi, 2012



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Sub Code: 18E2198402

Name of the Course: LEGAL ASPECTS OF BUSINESS

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To provide an overview of Indian Contracts Act, 1872 that has a bearing on the conduct of business in India.
2. Able to have a basic understanding of the laws relating to contract, consumer protection, competition, companies and dispute resolution.
3. To know the Negotiable Instruments Act, 1881, Contract of Agency.
4. To understand Indian Partnership Act, 1932
5. To explain the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms.

Course Outcomes

1. Identify the fundamental legal principles behind contractual agreements.
2. To able to apply basic procedures for handling consumer disputes.
3. Acquire problem solving techniques and to be able to present coherent, concise legal argument.
4. Summarize Indian Partnership Act Dissolution of Partnership
5. To examine the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1												1	1
CO2	1			2		2		2				2	1	1
CO3	1	3		2		2		2		2			2	2
CO4	1												2	2
CO5	1			2		2	2			2			2	2
Tot	5	3		6		6	2	4		4		2	8	8
Avg.	1	3		2		2	2	2		2		2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Importance of Commercial Law: The Indian Contracts Act, 1872 – Nature of the Act and Classification of Contracts – Essentials of a Valid Contract – Offer and Acceptance – Capacity – Consideration –Free Consent –Legality of Object –Performance of a Contract – Discharge of a Contract – Breach of a Contract and Remedies.

UNIT 2

Sales of Goods Act: Distinction between Sales and Agreement to Sell – Conditions and Warranties – Performance of Contract of Sale –Transfer of Ownership – Rights of an Unpaid Seller. Consumer Protection Act, 1986: Consumer Right –Machinery for Redressal of Consumer Grievances.- Information Technology Act 2000.

UNIT 3

Contract of Agency: Kinds of Agents –Creation of Agency- Duties and Rights of Principal and Agents- Principal's Liability for the Acts of the Agent-Liability of Agent –Termination of Agency. Negotiable Instruments Act, 1881- Kinds of a Negotiable Instruments and endorsement- Presentation and discharge of Negotiable Instrument.

UNIT 4

Indian Partnership Act, 1932: Meaning and Essentials of Partnership- Registration – Tests of Partnership-Duties and Rights of Partners – Dissolution of Partnership.

UNIT 5

Company Act 1956: Nature and Types of Companies – Formation – Memorandum of Association-Articles of Association –Kinds of Shares –Duties of Directors-Winding up.

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

References

1. Ravindra Kumar: “**Legal Aspects of Business**”, Cengage Learning, New Delhi, 2011
2. Kuchhal M C, Deepa Prakash: “**Business Legislation for Management**”, Vikas Publishing House, New Delhi, 2012
3. Pathak: “**Legal Aspects of Business**”, Tata McGraw Hill, New Delhi, 2010
4. S.N.Maheshwari, S.K.Maheshwari: “**A Manual of Business Laws**”, Himalaya Publishing House, 2013.
- 5 P.K.Padhi: “**Legal Aspects of Business**”, PHI Learnings, New Delhi, 2013



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Sub Code: 18E2198403 Name of the Course: BUSINESS ETHICS AND CORPORATE GOVERNANCE

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To understand the basic concepts of Business Ethics and Corporate Governance.
2. To enlighten the student with regard to globalization and its impact on Business Ethics and Indian Capital Markets.
3. Learn about ethics in core areas like Marketing, HRM, and Financial Management.
4. Acquaintance in respect of transparency maintained by the companies through Corporate Governance.
5. Provide knowledge regarding applicability of Corporate Governance with Indian scenario.

Course Outcomes :

1. Have an idea about Business Ethics and Law and Ethical Decision Making.
2. Know the Impact of Globalization on Indian Business Ethics and Major Indian Scams.
3. Aware of ethical issues and how it could be impacts on Marketing, HRM and Financial Issues.
4. Know the Corporate Governance and its principles and practices around the globe.
5. Aware of Corporate Governance and its implications in Indian Scenario and role of various interested parties towards company.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1												1	1
CO2	1	2						3				2	1	1
CO3	1	2				2		3				2	2	2
CO4	1	2		2		2	2	3		2		2	2	2
CO5	1	2				2		3		2		2	2	2
Tot	5	8		2		6	2	12		4		8	8	8
Avg.	1	2		2		2	2	3		2		2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Importance of Business Ethics: Values and Ethics- Business Ethics and Law – Ethics in Work Place – Ethical Decision Making- Theories of Business Ethics – Management and Ethics- Indian Ethical Traditions

UNIT 2

Impact of Globalization on Indian Business Ethics: Reasons for Unethical Practices among Indian companies – Development of Indian Capital Markets – Various studies on Ethical Attitudes of Managers Major Indian Scams

UNIT 3

Ethics in Marketing, HRM and Finance: Product safety and Pricing-Ethical responsibility in Product- Advertising and Target Marketing Ethics of sales, advertising and product placement and Consumer Autonomy. Ethics in HRM & Finance – HR related ethical issues - Institutional Culture – Frauds in Banks - Measures against Bank Frauds – Frauds in Insurance sector

UNIT 4

Corporate Governance: An overview – Theory and Practice of Governance- Indian model of Governance- Good Corporate Governance – Land marks in emergence of Governance OECD Principles – Sarbanes-Oxley Act 2002- SEBI Initiatives

UNIT 5

Corporate Governance Indian Scenario: Role of Government in Ensuring Corporate Governance – Governance issues relating to Board of Directors – Duties and responsibilities of Auditors – Governance under limited competition – Role of Media – Corporate Governance in Developing and Transiting Economies.

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

References:

1. S.K.Mandal: “**Ethics in Business and Corporate Governance**”, TMH, New Delhi, 2012.
2. Marianne M Jennings: “**Cases in Business Ethics**”, Cengage Learning, New Delhi, 2012.
3. S.Prabhakaran: “**Business Ethics and Corporate Governance**”, Excel Books, New Delhi, 2011.
4. N.Balasubramanyam: “**A Case Book on Corporate Governance and Stewardship**”, TMH., New Delhi, 2011.
5. A.C.Fernando: “**Business Ethics and Corporate Governance**”, Pearson Publishers, New Delhi, 2013.



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



HR ELECTIVE 1

Sub Code: 18E2198511

Name of the Course: LEADERSHIP MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. Identify contemporary leadership models and their significance.
2. Provide knowledge about motivational theories like Maslow's etc.
3. Understand about leadership development and leadership attitudes.
4. Create awareness about leadership self management, assertiveness, edification teams, types of teams and team building techniques and their prominence.
5. Able to know GLOBE research program of Wharton School, challenges of leadership in varying cultures and values, corporate social responsibility.

Course Outcomes :

1. Students are able to develop the skills required for leader and able to know and handled the different situation and people
2. able to adopt varies strategies of through motivation and manage organisational culture.
3. assume the situation easily for enhancing organization through leadership development.
4. Facilitate leadership self management, assertiveness, edification building and managing teams effectively.
5. Exposed to Global perspectives of leadership, Corporate Social Responsibility across globe.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1							2		2			1	1
CO2	1			2						2		2	1	1
CO3	1	2				2	2		2	2			2	2
CO4	1	2							2			2	2	2
CO5	1	2				2	2	2	2	2		2	2	2
Tot	5	6		2		4	4	4	6	8		6	8	8
Avg.	1	2		2		2	2	2	2	2		2	1.6	1.6

Syllabus:

Unit 1:

Organisational Leadership: Definition, Components and evaluation of leadership, factors of



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



leadership, Situational Leadership Behaviour: Meaning, Fiedler Contingency Model, Path Goal and Normative Models - Emerging Leadership Behaviour: Transformational, Transactional and Visionary Leadership - Leadership for the new Millennium Organisations - Leadership in Indian Organisations. Leadership Effectiveness: Meaning, Reddins' 3-D Model, Hersey and Blanchard Situational Model, Driving Leadership Effectiveness, Leadership for Organisational Building.

Unit 2:

Leadership Motivation, Culture: Motivation Theories for Leadership: Maslow's, Herzberg, X, Y and Z theories of Motivation - Similarities and Distinctions of Need Hierarchy and Two Factors theories. ERG – McClelland - Expectancy - Porter and Lawler Theories. - Emerging Challenges in Motivating Employees. Motivation, Satisfaction, Performance. Organisational Culture: Meaning, Definitions, Significance, Dimensions, Managing Organisational Culture, Changing organisational Cultural.

Unit 3:

Leadership Development: Leadership development: Significance – Continuous Learning: Principles of learning to develop effective leadership – Vision and Goals for organisation: significance of goals for leaders – Charting vision and goals of Indian leaders and abroad - Tools for developing dreams for effective leadership dreams – Leaders vision in organisation building – Leadership Attitude: significance – Developing and Maintaining positive attitude for effective leading.

Unit 4:

Strategic Leadership: Leader Self management: significance - Developing self esteem and balancing emotions – Interpersonal Leadership Skills: Praise – Criticise – Communicate – Leadership Assertiveness: Circle of influence and circle of concern – Leadership with Edification: Tools of edification – Leadership and creativity: Developing creative thinking – Leadership and Team Building: Principles of team building, individual versus Group versus Teams – Leadership and Integrity: Developing character and values.

Unit 5:

Leadership in the cross cultural context: Leadership across Globe: Characteristics - Significance – Functions – GLOBE research program of Wharton School – challenges of leadership in varying culture and values – Global perspectives of leadership – Leadership in USA – Leadership in Japan – European leadership – Leadership in Arab countries – Implications of global leadership – Leadership and Corporate Social Responsibility across globe.

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

Reference Books:

1. Peter G. Northouse, **Leadership**, 2010, Sage. Publication.
2. Richard L. Daft "**Leadership**" Cengage Learning 2005.
3. Uday Kumar Haldar "**Leadership and Team Building**" Oxford Higher Education 2010
4. Richard L Hughes, Robert C Ginnett, Gordon J Curphy "**Leadership**" Tata Mc Graw Hill Education Private Limited 2012.
5. Peter Lorange, **Thought leadership Meets Business**, 1st edition, 2009, Cambridge.
6. John ADAIR, **Inspiring Leadership**, 2008, Viva Books.



HR ELECTIVE 2

Sub Code: 18E2198512 Name of the Course: COMPENSATION AND REWARD MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives :

1. Learn basic compensation concepts and the context of compensation practice
2. Aware of the concept of job evaluation and compensation structure based on job evaluation.
3. Understand the concepts of wages, legal framework for wage and salary administration.
4. Identify the internal and external environmental factors that have an impact on the pay structure of an organization and steps for preparation of payroll, Wage analysis.
5. Acquainted with basic knowledge on Performance based and Pay based structures, Role of tax planning.

Course Outcomes

1. Apply basic compensation concepts and the context of compensation practice
2. Illustrate the concept of job evaluation and techniques of Job evaluation.
3. Exposed to the concepts of legal framework for wage and salary administration.
4. Demonstrate the internal and external environmental factors that have an impact on the pay structure of an organization.
5. Evaluate different types of pay structures, Significance of factors affecting pay structure, Tax Planning.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1		2				2						1	1
CO2	1				2					2			1	1
CO3	1					2		2					2	2
CO4	1	2		2			2	2		2	2		2	2
CO5	1					2		2					2	2
Tot	5	2	2	2	2	4	4	6		4	2		8	8
Avg.	1	2	2	2	2	2	2	2		2	2		1.6	1.6

Syllabus:

UNIT 1

Compensation: concept and definition – objectives and dimensions of compensation program – factors influencing compensation –Role of compensation and Reward in Modern organizations-



Compensation as a Retention strategy- aligning compensation strategy with business strategy – concept of reward - non-financial compensation system-Reward management process - Managing Compensation: Designing a compensation system – internal and external equity– pay determinants - frame work of compensation policy - influence of pay on employee attitude and behavior - the new trends in compensation management at national and international level.

UNIT 2

Job evaluation and Compensation Structure: Introduction to Principles and Procedures of job evaluation programs-Introduction to basic job evaluation methods-Compensation Structure-History and past practices, elements of ,management compensation –Types of compensation system, Role of compensation and Reward in modern organizations-compensation surveys-Incentive payments and its objectives.

UNIT 3

Wage and Salary administration: Nature and Purpose, Wage surveys-Administration of wage and salary-Principles-Components of wages-Theory of wages-Wage differentials-Importance-Wage differentials in India-Executive compensation plans-Legal frame work for wage and salary administration.

UNIT 4

Control systems for labour costs: Introduction-Direct and Indirect labour , Role of various departments-The personnel department-Industrial engineering department-Types of worker-Payroll department-Process and steps for preparation of payroll-Wage analysis-Cost accounting treatment of wages components-Compensation surveys-Profit sharing.

UNIT 5

Pay Structure and Tax Planning: Introduction- Compensation Structures-Performance based and Pay based structures-Designing pay structures-comparison in evaluation of different types of pay structures-Significance of factors affecting-Tax Planning –Concept of Tax planning-Role of tax planning in compensation benefits-Tax efficient compensation package-Fixation of tax liability salary restructuring.

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

References

1. Dr. Kanchan Bhatia “**Compensation Management**”, Himalaya Publishing House, New Delhi 2012.
2. A.M.Sarma, N.Sambasiva Rao: “**Compensation and Performance management**”, Himalaya Publishing House, Mumbai
3. Dewakar Goel:“**Performance Appraisal and Compensation Management**”, PHI Learning, New Delhi, 2012
4. ER Soni Shyan Singh ‘**Compensation Management**’ – Excel Books, New Delhi – 2008.
5. Mousumi S Bhattacharya Nilanjan Sengupta , “**Compensation Management**” – Excel Books, New Delhi – 2009
6. Tapomoy Deb “**Compensation Management**” – Excel Books, New Delhi – 2009



HR ELECTIVE 3

Sub Code: 18E2198513 Name of the Course: PERFORMANCE MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives :

1. To understand the basic concepts of performance management and performance audit .
2. Acquainted with the performance management planning, its barriers and methods of competency mapping.
3. Familiarized with performance management system, different methods of performance appraisals and involve employees towards managing their performances.
4. To learn principles and process of monitoring, counseling, engendering trust role efficiency for improving their performance.
5. To know about operational change through performance management and team oriented organisations.

Course Outcomes

1. Apply the concept of Performance Management and its linkage to HR process and performance audit .
2. Able to evaluate performance management planning, its barriers and methods of competency mapping.
3. Exposed to different methods of performance appraisals and involve employees towards managing their performances.
4. Examine the monitoring process, role efficiency and counseling.
5. Able to develop and lead high performance teams

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1		2	2							2		1	1
CO2	1	2			2								1	1
CO3	1	2	2		2			2					2	2
CO4	1	2	2	2				2		2		2	2	2
CO5	1			2				2	2	2			2	2
Tot	5	6	6	6	4			6	2	4	2	2	8	8
Avg.	1	2	2	2	2			2	2	2	2	2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

Unit-1

Introduction: –Definition –concerns-scope-Historical developments in performance management-Over view of performance management-Process for managing performance-Importance –Linkage of PM to other HR processes-Performance Audit.

Unit-2

Performance Management Planning: Introduction-Need-Importance-Approaches-The Planning Process—Planning Individual Performance- Strategic Planning –Linkages to strategic planning-Barriers to performance planning-Competency Mapping-steps-Methods.

Unit-3

Management System: objectives – Functions- Phases of Performance Management System- Competency based Performance Management Systems- Reward based Performance Management Systems- Electronic Performance Management Systems- HR Challenges-Appraisal for recognition and reward-Purpose of Appraising –Methods of Appraising-Appraisal system design-Implementing the Appraisal System-Appraisal and HR decisions.

Unit-4

Performance Monitoring and Counseling: Supervision- Objectives and Principles of Monitoring- Monitoring Process- Periodic reviews- Problem solving- engendering trust-Role efficiency- Coaching- Counseling and Monitoring- Concepts and Skills

Unit-5

Performance management skills – Operational change through performance management. High Performing Teams: Building and leading High performing teams – team oriented organizations – developing and leading high performing teams- Role of Leadership

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

References

1. Prem Chadha: **“Performance Management”**, Macmillan India, New Delhi, 2008.
2. Michael Armstrong & Angela Baron, **“Performance Management”**: The New Realities, Jaico Publishing House, New Delhi, 2010.
3. T.V.Rao, **“Appraising and Developing Managerial Performance”**, Excel Books, 2003.
4. David Wade and Ronad Recardo, **“Corporate Performance Management”**, Butter Heinemann, New Delhi, 2002.
5. Dewakar Goel: **“Performance Appraisal and Compensation Management”**, PHI Learning, New Delhi, 2009
6. A.M. Sarma **“Performance Management Systems”** Himalaya Publishing House, New Delhi, 2010.



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



HR ELECTIVE 4

Sub Code: **18E2198514** Name of the Course: **STRATEGIC HUMAN RESOURCE MANAGEMENT**

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To understand the Theoretical Perspectives on SHRM approaches - Linking business strategies to HR strategies.
2. Aware of Activities related to strategic HR Planning.
3. Know the Reward and Performance management strategies.
4. Acquaint with the knowledge on Concept of Strategic Planning for HRD and overall effectiveness.
5. Familiarized with approaches to Human Resources evaluation, Evaluating Strategic contribution of Emerging Areas.

Course Outcomes

1. Examine the Theoretical Perspectives on SHRM approaches
2. Evaluate the Activities related to strategic HR Planning, Strategic HR Planning model-Components of the strategic plan
3. To implement Resourcing and Retention strategies-Reward and Performance management strategies
4. Apply Strategic HRD planning and practices at all levels in the organisation.
5. Inculcate the Evaluation of Strategic Contribution of Emerging Areas in HR.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1					2	2					2	1	1
CO2	1	2	2		2								1	1
CO3	1		2			2	2						2	2
CO4	1				2							2	2	2
CO5	1		2	2				2				2	2	2
Tot	5	2	6	2	4	4	4	2				6	8	8
Avg.	1	2	2	2	2	2	2	2				2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT-1

Human Resource Strategy: Introduction to Strategic Human Resource Management - Evaluation objectives and Importance of Human Resources Strategy- Strategic fit – A conceptual framework -Human Resources contribution to strategy - Strategy driven role behaviors and practices – Theoretical Perspectives on SHRM approaches - Linking business strategies to HR strategies.

UNIT-2

Strategic Human Resource Planning: Objectives, benefits, levels of strategic planning- Activities related to strategic HR Planning-Basic overview of various strategic planning models-Strategic HR Planning model-Components of the strategic plan.

UNIT-3

Strategy Implementation: Strategy implementation as a social issue-The role of Human Resource-Work force utilization and employment practices-Resourcing and Retention strategies-Reward and Performance management strategies.

UNIT-4

Strategic Human Resource Development: Concept of Strategic Planning for HRD- Levels in Strategic HRD planning-Training and Development Strategies-HRD effectiveness.

UNIT-5

Human Resource Evaluation: Overview of evaluation - Approaches to evaluation, Evaluation Strategic contributions of Traditional Areas - Evaluating Strategic Contribution of Emerging Areas-HR as a Profit centre and HR outsourcing strategy.

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

References:

1. Charles R. Greer: “**Strategic Human Resource Management**” - A General Manager Approach - Pearson Education, Asia
2. Fombrum Charles & Tichy: “**Strategic Human Resource Management**” - John Wiley Sons, 1984
3. Dr. Anjali Ghanekar “**Strategic Human Resource Management**” Everest Publishing House, Pune 2009
4. Tanuja Agarwala “**Strategic Human Resource Management**” Oxford University Press, New Delhi 2014
5. Srinivas R Kandula “**Strategic Human Resource Development**” PHI Learning PVT Limited, New Delhi 2009
6. Dreher, Dougherty “**Human Resource Strategy**” Tata Mc Graw Hill Publishing Company Limited, New Delhi 2008



FINANCE ELECTIVE 1

Sub Code: 18E2198521 **Name of the Course:** SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. Learn basic concepts of investment, trading system and types of risk.
2. Aware of equity and bond valuation theorems.
3. Acquainted with Fundamental Analysis and Technical Analysis.
4. Familiarized with Elements of Portfolio Management, Portfolio Models
5. Understand Performance Evaluation of Mutual Fund , Portfolio Revision.

Course Outcomes

1. Evaluate Investment alternatives measurement of Return and Risk.
2. Apply the knowledge of Preference Shares and Equity Shares and Bond Pricing Theorems
3. Apply Fundamental Analysis and Technical Analysis.
4. Analyze portfolio models and selection of portfolios.
5. Aware of Evaluation of Mutual Funds.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2	2										1	1
CO2	1	2	2										1	1
CO3	1	2	2	2	2							2	2	2
CO4	1	2	2	3	2						2	2	2	2
CO5	1	2	2	2	2						2	2	2	2
Tot	5	10	10	7	6						4	6	8	8
Avg.	1	2	2	2.33	2						2	2	1.6	1.6

Syllabus:

Unit-I:

Concept of Investment Education: Investment Vs Speculation, Investment alternatives - Investment Process - Sources of Investment Information – Trading System in Stock Exchanges –Market Indices. Calculation of SENSEX and NIFTY - Return and Risk – Meaning and Measurement of Security Returns. Meaning and Types of Security Risks:



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Systematic Vs Non-systematic Risk - Measurement of Risk. (Problems)

Unit-II:

Equity and Bond Valuation Models – Preference Shares and Equity Shares Earning valuation-Cash flow valuation-Asset Valuation-Dividend-discount model; Valuation of Bonds – Bond Returns and Risks -Bond Pricing Theorems convexity, duration, bond immunization. (Problems)

Unit-III:

Investment Analysis: Fundamental Analysis – Economy, Industry and Company Analysis, Technical Analysis – Dow Theory – Elliot Wave Theory – Trends and Trend Reversals - Efficient Market Theory –Hypothesis- Forms of Market Efficiency.

Unit-IV:

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

Unit-V:

Portfolio Evaluation and Revision: Performance Evaluation of Portfolios; Sharpe Model – Jensen’s Model for PF Evaluation, Evaluation of Mutual Fund – Portfolio Revision. (Problems)

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

References

1. S. Kevin: “**Security Analysis and Portfolio Management**”, PHI Learning, New Delhi, 2009
2. Punithavathy Pandian: “**Security Analysis and Portfolio Management**”, Vikas Publishing House, New Delhi, 2009
3. Sudhendra Bhat: “**Security Analysis and Portfolio Management**”, Excel Books, New Delhi, 2009.
4. Shashi K Gupta: “**Security Analysis and Portfolio Management**”, Kalyani Publishers, New Delhi, 2010
5. Prasanna Chandra, “**Investment Analysis and Portfolio Management**”, 3/e Tata McGraw-Hill Publishing Co. Ltd. New Delhi, 2003.
6. Ranganatham : “**Investment Analysis and Portfolio Management**” Pearson Education.



FINANCE ELECTIVE 2

Sub Code: **18E2198522** Name of the Course: **BANKING AND INSURANCE MANAGEMENT**

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. Know the concepts Indian Financial System, role of commercial banks, Financial statement analysis of banks.
2. Gain knowledge on Bank Credit, Loan Pricing, Non Performing Assets.
3. Understand the Regulation and Innovations in Banking System.
4. Acquainted with concept of Insurance, marketing channels of Insurance and overview of IRDA.
5. Learn the concept of Life Insurance, Health and General insurance–Overview.

Course Outcomes:

1. Examine Financial statement analysis of banks CAMEL Approach, Key Performance indicators,
2. Aware of assessment of credit worthiness of a prospective borrower, loan pricing, Customer Profitability Analysis, NPA.
3. Evaluate the Concept of Regulatory Capital, Basel Accords I,II and III. - Banking Innovations.
4. Aware of concept of Insurance, marketing channels of Insurance, IRDA.
5. Examine the concept of Life Insurance, Health and General insurance–Overview.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2											1	1
CO2	1			2									1	1
CO3	1	2	2			2	2						2	2
CO4	1			2		2	2					2	2	2
CO5	1	2		2								2	2	2
Tot	5	6	2	6		4	4					4	8	8
Avg.	1	2	2	2		2	2					2	1.6	1.6

Syllabus:

UNIT 1

Introduction to Banking: Introduction to Indian Financial System - Meaning of a Bank and Customer- Bank and customer Relationship - Role of commercial banks in Economic Development - Evolution of Banking in India – origin, nationalization, reforms and Financial Inclusion in India - Financial statements of banks with special focus on Indian banks - Financial statement analysis of banks: CAMEL Approach, Key Performance indicators- Sources of Bank Funds.



UNIT 2

Uses of Bank Funds: Features of Bank Credit - types of lending - assessment of credit worthiness of a prospective borrower - management of credit process - different types of loans and their features - Loan Pricing: The basic model, pricing fixed & floating rate loans, cost-benefit loan pricing, Customer Profitability Analysis - Non Performing Assets: - gross and net concept of NPAs, causes, implications & recovery of NPAs.

UNIT 3

Regulation and Innovations in Banking System: Regulation of Bank Capital: The need to regulate Bank Capital - Concept of Economic Model - Concept of Regulatory Capital, Basel Accords I,II and III. - Banking Innovations - Core Banking Solution - Retail Banking - Products & Services: Nature, Scope, Future and Strategies - Plastic Money - National Electronic Funds Transfer - ATM - Mobile Phone Banking - Net Banking- Banc-assurance. Changing role of Banks as Financial Intermediaries. Customer service quality in Indian banking industry.

UNIT 4

Introduction to Insurance: Insurance as a Risk Management Tool- Principles of Insurance - Characteristics of Insurance contract - Functions of Insurers: Production, Underwriting, Rate Making, Managing Claims and Losses, Investment & Financing, Accounting & Record Keeping and other miscellaneous functions - Types of Insurers- Concept of Reinsurance, uses and advantages - Marketing channels: Agents & brokers –professionalism, remuneration, responsibilities, classification, criteria for appointment and capital adequacy norms for broker - an overview of IRDA.

UNIT 5

Life Insurance and General Insurance: The concept of Life Insurance - types of Life Insurance contracts - Tax treatment of Life Insurance- Life Insurance Products- Classification of Life Insurance - The Actuarial Science- Provisions of Life Insurance contracts - Special Life Insurance forms - Health and General insurance–Overview, Types, Third Party Administrators- Micro Insurance in India

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

References

1. Peter.S.Rose & Sylvia. C. Hudgins: “**Bank Management & Financial Services**”, Tata McGraw Hill New Delhi, 2010,
2. James S. Trieschmann, Robert E. Hoyt & David. W. Sommer B:“**Risk Management & Insurance**”, Cengage Learning, New Delhi
3. Reddy K S and Rao R N: “**Banking & Insurance**”, Paramount Publishing House 2013.
4. Vasant Desai: “**Banks & Institutional Management**”, Himalaya Publishing House 2010.
5. Harold. D. Skipper & W. Jean Kwon: “**Risk Management & Insurance, Perspectives in a Global Economy**”, Blackwell Publishing New Delhi.
6. NIA: “**Life Insurance Principles and Practices**”, Cengage Learning, New Delhi,2013.
7. Neelam C.Gulati: “**Banking and Insurance: Principles and Practice**”, Excel Books, New Delhi 2011.



FINANCE ELECTIVE 3

Sub Code: **18E2198523** Name of the Course: **ADVANCED MANAGEMENT ACCOUNTING**

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. Understand the concept of Employment of Management Accounting, Human Resource Accounting.
2. Learn about Financial Analysis, depreciation models.
3. Know the budget concepts and budgetary control techniques.
4. Acquainted with Cost Concepts for Decision making and profit planning.
5. Understand Standard Costing, historical costing , Variance analysis.

Course Outcomes:

1. Examine the concept of Employment of Management Accounting, Human Resource Accounting, FACO.
2. Analyse the financial statements.
3. Construct various types of budgets, management control and budgeting
4. Aware of Marginal Cost concepts for decision making and for profit planning,
5. Apply the concepts of Standard Costing and variance analysis.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1												1	1
CO2	1												1	1
CO3	1	2	2							2			2	2
CO4	1	2	2	2	2	2				2	2		2	2
CO5	1	2	2	3						2			2	2
Tot	5	6	6	5	2	2				6	2		8	8
Avg.	1	2	2	2.5	2	2				2	2		1.6	1.6

Syllabus:

Unit – 1:

Introduction: Employment of Management Accounting – Human Resource Accounting – Need for Harmonization of International Accounting Standards – Role of Management Accountant for controller functions – Financial Accounting Control (FACO)-Management information System.



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Unit - 2:

Financial Analysis: Comparative analysis – Common Size Analysis - Funds Flow Analysis – Cash Flow Analysis.-Ratio Analysis – Trend analysis – Deprecation Models.

Unit- 3:

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

Unit-4:

Marginal Costing: Cost Concepts for Decision making – Decision Making Process – Decision Situations-Sales Volume Decisions – Pricing and Special Order Pricing – Make / Buy Decisions – Product Decisions- Addition, Deletion and Alteration of Mix – Plant Shutdown Decision - Profit Planning- introduction of new product – planning of level of activity – Key factor – Foreign market offer .

Unit – 5:

Standard Costing: Standard Costing and historical costing – Establishment of cost standards – steps involved in standard costing – Variance analysis: Material Variance – Labour Variance – Overhead Variance - Sales Variance

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

References:

1. Charles T. Horn Gaxy L. Sundem.: “**Introduction to Management Accounting**” Konrk Publishers PVT Ltd, New Delhi.
2. S.P. Gupta: “**Management Accounting**” Sahitya Bhawan Publications, Agra 2002.
3. Manmohan and Goyal: “**Management Accounting**” Pearson Education.
4. V. Krishna Kumar: “**Management Accounting**” Mittal Publications, New Delhi.
5. Dr. Kulsreshtha and Gupta: “**Practical Problem in Management Accounting**” Tata Mc Graw Hill, New Delhi.
6. S.P. Jain and K.L. Narang: “**Advanced Cost and Management Accounting**” Kalyani Publishers, New Delhi.



FINANCE ELECTIVE 4

Sub Code: 18E2198524 **Name of the Course:** STRATEGIC FINANCIAL MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives :

1. Understand the concepts of Strategic Financial Planning & Corporate Risk Management.
2. Learn the concepts of Capital Structure Planning, Dividend Policy and Value of the Firm.
3. Know the Techniques of Investment Appraisal Under Risk and Uncertainty, leasing vs borrowing, Decision Tree Approach for Investment Decisions.
4. Inculcate concepts of Merger strategy, Merger Procedure, Financial Impact of Merger.
5. Understand Corporate Restructuring like Takeover Strategy, Leveraged Buyouts, Distress Restructuring Strategy.

Course Outcomes:

1. Examine the concepts of Strategic Financial Planning, & Corporate Risk Management.
2. Apply the concepts of Capital Structure Planning, Dividend Policy and Value of the Firm.
3. Apply the knowledge of Techniques of Investment Appraisal Under Risk and Uncertainty, Decision Tree Approach for Investment Decisions.
4. Relate concepts of Merger strategy, Merger Procedure, Financial Impact of Merger.
5. Evaluate Corporate Restructuring like Takeover Strategy, Leveraged Buyouts, Distress Restructuring Strategy.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1												1	1
CO2	1	2	2	2							2		1	1
CO3	1	2		2	3						2		2	2
CO4	1	2	2	2			2				2	2	2	2
CO5	1	2	3	2			2				2	2	2	2
Tot	5	8	7	8	3		4				8	4	8	8
Avg.	1	2	2.3	2	3		2				2	2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

Unit-I:

Corporate Policy: Strategic Financial Planning- changing complexion of regulatory framework - Shareholder Value Creation (SCV): Market Value Added (MVA) – Market-to-Book Value (M/BV) – Economic Value Added (EVA) – Managerial Implications of Shareholder Value Creation- Corporate Risk Management – Understanding the firms Strategic Exposure.

Unit-II:

Corporate Financial Strategies: Capital Structure Planning- EBIT, EPS, ROE analysis- Shareholders' Risk — Financial Options and Value of the Firm – Dividend Policy and Value of the Firm – Growth and External Financing Requirement. (Problems)

Unit-III:

Corporate Investment Strategy: Techniques of Investment Appraisal Under Risk and Uncertainty – Risk Adjusted Net Present Value – Risk Adjusted Internal Rate of Return – Capital Rationing – Decision Tree Approach for Investment Decisions – Evaluation of Lease Vs Borrowing Decision- Long term investment plans analysis with risk and return. (Problems)

Unit-IV:

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

Unit-V:

Corporate Restructuring: Takeover Strategy – Types of Takeovers – Negotiated and Hostile Bids – Takeover Procedure – Takeover Defenses – Takeover Regulations of SEBI – Distress Restructuring Strategy – Sell offs – Spin Offs – Leveraged Buyouts- Buy back shares – Alignment of Interest – Corporate Governance . (Problems)

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

References:

1. Coper and Weston: “**Financial Theory and Corporate Policy**”
2. Braley and Myers: “**The Principles of Corporate Finance**”. Mc.Graw Hill, N.Y.1993.
3. Prasanna Chandra : “**Financial Management**” Theory and Practice.
4. I.M. Pandey – “**Financial Management**” Vikas Publishers, New Delhi.



MARKETING ELECTIVE 1

Sub Code: 18E2198531 Name of the Course: CONSUMER BEHAVIOR

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives :

1. To learn the concept of consumer behavior and Models of Buyer Behavior
2. To know the Psychological Foundations of Consumer Behavior, Attitude Formation, Cultural Influences.
3. Understand the Components of communications process, Consumer Decision Processes High and Low Involvement.
4. Acquainted with knowledge on Consumerism and legislative responses to consumerism.
5. Familiarized with Consumer Protection Act 1986 and consumer disputes redressal agencies.

Course Outcomes:

1. Examine the concept of consumer behavior and Models of Buyer Behavior
2. Evaluate the Psychological Foundations of Consumer Behavior, Attitude Formation, Cultural Influences.
3. Relate the Components of communications process, Consumer Decision Processes.
4. Aware of Consumerism and marketer responses to consumer issues.
5. Demonstrate how knowledge of Consumer Protection Act 1986 and consumer disputes redressal agencies can apply.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2			2				2				1	1
CO2	1		3			2							1	1
CO3	1	2		2						2			2	2
CO4	1	2				2		2				2	2	2
CO5	1	2		2		2		2				2	2	2
Tot	5	8	3	4	2	6		4	2	2		4	8	8
Avg.	1	2	3	2	2	2		2	2	2		2	1.6	1.6



Syllabus:

UNIT-1

Introduction to Consumer Behavior: Understanding consumers and market segments. Evolution of consumer behavior, consumer analysis and business strategy. Models of Buyer Behavior, Howard Model, Howard- Sheth Model, EKB Model, Webster and Wind Model and Sheth Industrial Buyer Behavior Model.

UNIT- 2

Psychological Foundations of Consumer Behavior: Consumer Motivation, Perception, Personality and Behavior, Learning and Behavior Modification, Information Processing, Memory Organization and Function, Attitude Formation and Attitude Change. Social and Cultural Environment Economic, Demographic, Cross Cultural and Socio–Cultural Influences, Social Stratification, Reference Groups and Family, Personal influence.

UNIT- 3

Communication and Consumer Behavior: Components of communications process, designing persuasive communication and Diffusion of Innovations. Consumer Decision Processes High and Low Involvement, Pre-purchase Processes, Post Purchase processes, Consumption and evaluation, Brand Loyalty and Repeat Purchase Behavior.

UNIT -4

Consumerism: The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism and marketer responses to consumer issues.

UNIT- 5

Consumer Protection: Consumer Protection Act 1986, Central consumer protection council, state consumer protection councils, consumer disputes redressal agencies, consumer disputes redressal forum, National Consumer Disputes Redressal Commission.

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

References

1. Ramneek Kapoor, Nnamdi O Madichie: “**Consumer Behavior**” Text and Cases”, TMH, New Delhi, 2012.
2. Ramanuj Majumdar: “**Consumer Behavior insight from Indian Market**”, PHI Learning, New Delhi, 2011
3. M.S.Raju: “**Consumer Behavior Concepts, applications and Cases**”, Vikas Publishing House, New Delhi, 2013.
4. David L Loudon and Albert J Della Bitta, “**Consumer Behavior**” 4/e, TMH, New Delhi, 2002.
5. Schiffman, L.G and Kanuk L.L “**Consumer Behavior**”, 8/e, Pearson Education, New Delhi, 2003.



MARKETING ELECTIVE 2

Sub Code: 18E2198532

Name of the Course: RETAIL MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives :

1. To know the basic concept of retailing and legislation for retailing in India.
2. To understand Retail strategy and strategic retail planning process.
3. Acquainted knowledge with Retail location strategic profit model and setting and measuring performance objectives.
4. Learn Store operations and inventory management, Developing Assortment plan
5. Familiarized with Retail Pricing Strategy and Promotional strategies

Course Outcomes:

1. Aware of the basic concept of retailing and legislation for retailing in India
2. Examine Retail strategy and strategic retail planning process
3. Apply the knowledge with Retail location strategic profit model and setting and measuring performance objectives
4. Evaluate Store operations and inventory management, Developing Assortment plan
5. Demonstrate Retail Pricing Strategy, International retailing and Promotional strategies

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1					2	2						1	1
CO2	1	2		2			2						1	1
CO3	1		2			2	2						2	2
CO4	1		3	2									2	2
CO5	1			2		2	2			2		2	2	2
Tot	5	2	5	6		6	8			2		2	8	8
Avg.	1	2	2.5	2		2	2			2		2	1.6	1.6

Syllabus:

UNIT 1

Basic concept of retailing: Retail development – types and functions of retailers – multi channel retailing – organized retailing in India – special characteristics of retailing services retailing- legislation for retailing in India.



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



UNIT 2

Retail strategy: market strategy – retail format and target market – building sustainable competitive advantage – growth strategies – strategic retail planning process.

UNIT 3

Retail location – Types, location opportunities – selection of location and Site analysis - financial strategy – strategic profit model – setting and measuring performance objectives.

UNIT 4

Store layout and design: Store operations and inventory management- Merchandise planning and control - Buying merchandise – Developing Assortment plan.

UNIT 5

Retail Pricing Strategy:, Category Management, Customer services – Retail branding - International retailing – Promotional strategies – advertising, sales promotion, Store atmosphere.

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

References

1. Sheikh and Kaneez Fatima, “**Retail Management**”, Himalaya Publishing House, Mumbai, 2012
2. A.J. Lamba:“**The Art of Retailing**”, Tata McGraw Hill Education Pvt. Ltd. New Delhi.2011
3. Sivakumar, A, “**Retail Marketing**”, Excel Books, New Delhi, 2007
4. Swapna Pradhan, “**Retail management**”, Tata McGraw Hill Education Pvt. Ltd. New Delhi, 2012
5. Berman Barry, Joel R. Evans and Mini Mathur, “**Retail Management-A Strategic Approach**”, Pearson Education, New Delhi, 2011.
6. Chetan Bajaj RajnishTuli, Nidhivarma Srivastava:”**Retail Management**”, Oxford University Press, New Delhi, 2012.



MARKETING ELECTIVE 3

Sub Code: 18E2198533

Name of the Course: CUSTOMER RELATIONSHIP
MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To know the concept of Planning and Managing CRM Programme
2. Learn CRM as an integrated business strategy
3. Familiarized with Customer knowledge, multi-channels and communication, formation of relationships
4. Know Relationship data management, Concept of customer loyalty, Customer Retention strategies.
5. Understand the concept of Operational CRM and CRM implementation.

Course Outcomes:

1. Examine the concept of Planning and Managing CRM Programme.
2. Evaluate CRM as an integrated business strategy.
3. Aware of Customer knowledge, multi-channels and communication, formation of relationships
4. Apply Relationship data management, Concept of customer loyalty, Customer Retention strategies
5. Examine the concept of Operational CRM and CRM implementation

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2				2							1	1
CO2	1	2	2		2								1	1
CO3	1	2		2			2	2		2			2	2
CO4	1	2				2	2	2					2	2
CO5	1	2	2		2		2	2		2			2	2
Tot	5	10	4	2	4	4	6	6		4			8	8
Avg.	1	2	2	2	2	2	2	2		2			1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Introduction: Definition of CRM –Elements of CRM – CRM Processes and systems, Importance of CRM, Critical success factors for a winning CRM program – Advantages of CRM – Integrated CRM system –Planning and Managing CRM Programme - Application areas.

UNIT 2

CRM as an integrated business strategy: Nature of CRM strategy – Contents of CRM Strategy – Description of Customer – Supplier Relationships, The dynamics of Relationships, The relationship oriented organization.

UNIT 3

CRM marketing aspects: Customer knowledge, value of customer knowledge, utilization of data as an asset, multi-channels and communication- Influence of the channels on pricing and the formation of relationships – The relationship policy to improve size, quality and relationship with the customer base.

UNIT 4

Analytical CRM: Relationship data management – Expanding the size of customer database - Data analysis and data mining – Concept of customer loyalty – customer value assessment – Customer Retention strategies – Retention and Cross – sell analyses – effect of marketing activities – Reporting the results

UNIT 5

Operational CRM and CRM implementation: Call center Management – internet and the websites – traffic building – Providing quality during the visit to the website – Process of developing, producing, sending and following – up direct mailings. Causes for disappointing CRM results – The best CRM implementation strategies –Privacy and ethics Consideration in CRM implementation.

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

References:

1. Ed Peelen: “**Customer Relationship Management**” Pearson, Education
2. Roger J Baran, Robert J Galka and Daniel P Strunk: “**Customer Relationship Management**” Cengage learning
3. S.Shanmuga sundaram: “**Customer Relationship Management**” Prentice Hall of India.



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



MARKETING ELECTIVE 4

Sub Code: **18E2198534** Name of the Course: **STRATEGIC MARKETING MANAGEMENT**

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To know the concepts of Role of Strategic Marketing, Processes, Formulation and Implementation and Control Links to corporate strategy.
2. To understand strategic marketing models, Marketing Audit, Marketing Tactics, Personalised marketing.
3. Emphasized Strategic Marketing Techniques, Innovation strategies, Strategic marketing objectives.
4. Familiarized with Strategic marketing environment, new constraints Strengths and weaknesses.
5. Know the concept of New Product Developments, Strategic marketing responses.

Course Outcomes:

1. Examine the Role of Strategic Marketing, Processes, Formulation and Implementation and Control Links to corporate strategy.
2. Aware of strategic marketing models, Marketing Audit, Marketing Tactics, Personalised marketing.
3. Apply Strategic Marketing Techniques, Innovation strategies, Strategic marketing objectives.
4. Evaluate Strategic marketing environment, new constraints Strengths and weaknesses.
5. Relate the concept of New Product Developments, Strategic marketing responses.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1		2	2			2						1	1
CO2	1			2	2								1	1
CO3	1		2	2		2							2	2
CO4	1		3			2	2						2	2
CO5	1	2					2				3	2	2	2
Tot	5	2	7	6	2	4	6				3	2	8	8
Avg.	1	2	2.3	2	2	2	2				3	2	1.6	1.6

Syllabus:

UNIT – 1

Introduction : Role of Strategic Marketing - Key Definitions of Strategic Marketing - Role and Importance and concepts- Systematic approach - sequencing and scheduling of activities and integration of activities - Resource Requirements – Time scaling - Processes: Strategic Marketing Planning Process - Strategic Marketing Analysis- marketing strategy objective setting- perceptual mapping - factor analysis, Option Evaluation, Choice – Formulation and



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Implementation and Control Links to corporate strategy: Mission statement, organisational structure and corporate responsibility and ethics - dynamic strategy

UNIT -2

Strategic Marketing Strategy: Models - Organisation, Industry and market environment situation analysis; Porter's Five Forces model - Structure, Conduct and Performance; - Marketing Audit - portfolio analysis techniques -strategic positioning, defining the future position - Marketing Tactics - Product tactics -Price tactics- Promotion tactics - Place tactics-Direct response marketing strategies - Defensive strategies - Customer retention strategies-Personalised marketing; Payne and Ballantyne's Six markets model

UNIT -3

Strategic Marketing Techniques : Setting marketing objectives and marketing strategy - Targeting markets - Segmenting markets - Profiling markets- Positioning segmented markets, Direct or Indirect sales Strategy options - core competences - Competitive advantage - Investment opportunity evaluation - market leadership - Innovation strategies - Market pioneer - close followers, late followers; offensive, defensive and value-based marketing strategies Strategic marketing objectives: marketing mix – 7 Ps.

UNIT -4

Strategic marketing environment : Changes in the external environment: shift from supply to demand environment; fashionisation of markets; micro-markets; rising expectations; technological change; competition; globalisation; importance of customer service; commoditisation; erosion of brands; new constraints Strengths and weaknesses: focus of marketing objectives, links to corporate strategy.

UNIT - 5

New Product Developments: Ability to customize - Ability to handle information to gain competitive advantage - e-marketing position - core focus - target markets, nature and potential of key market segments, partnerships with customers and other stakeholders- Innovation strategies, timescales, resource requirements, budgets, monitoring, review and control mechanisms Strategic marketing responses: emerging themes eg impact of globalisation, the strength or weakness of competitors, importance of environmental factors, changes in the political environment, the state of the economy, the exchange rate, health and safety factors

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

References:

1. Devid A Aaker and Damien Mc Loughlior: **"Strategic Marketing Management"- Global Perspective**" Wiley Publications.
2. Jean –Jacques Lambin : **"Strategic Marketing Management"**, McGraw –Hill,
3. Nag A: **"Strategic Marketing"**. MacMillons
4. Srinivas R, Lohith C.P.: **"Strategic Marketing and Innovation"** for Indian MSMEs", Springer Publication.
5. Graeme Drummond, John Ensor, Ruth Ashfor: **"Strategic Marketing Planning and Control"**, Elsevier Publication.
6. Kotler P and Keller K L: **"A Framework for Marketing Management"**, Pearson Education, 2008



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



SYSTEMS ELECTIVE 1

Sub Code: 18E2198541 **Name of the Course:** E-BUSINESS

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To explain a framework for understanding E-Business.
2. To understand the E-Business Models, Implementation and Control of the E-Business Plan.
3. To apply various Smart Cards and e-Billing developing payment standards.
4. To focus on Internet Marketing.
5. To incorporate focus on Cyber Crime – Internet Taxation Issues.

Course Outcomes:

- 1.To acquire necessary knowledge on E-Business.
- 2.To create awareness on E-Business Models, Implementation and Control of the E-Business Plan.
- 3.To analyse Digital Currency and Alternate Consumer Payment Options.
- 4.To improve the E-Customer Relationship Management on Internet Marketing.
- 5.To Apply knowledge to on Cyber Crime – Internet Taxation Issues

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1		2										1	1
CO2	1	2										2	1	1
CO3	1	3											2	2
CO4	1	2											2	2
CO5	1					2		2				2	2	2
Tot	5	7	2			2		2				4	8	8
Avg.	1	2.3	2			2		2				2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Introduction to E-Business: Transitioning to the Web – E-Business and E-Commerce overview
History of Internet and World Wide Web – Web development Internet and World Wide Web
Resources. A Framework for understanding E-Business.

UNIT 2

E-Business Models: Storefront Models, Auction Model, Portal Model and Dynamic-Pricing
Models. B2B E-Commerce and EDI. Understanding Online Communication and Behavior.
Creating the Marketing Mix – Organizational and Managerial Issues. Implementation and
Control of the E-Business Plan.

UNIT 3

Building an E-Business: Design and Development and Management – E-Business Solutions -
Online Monetary Transactions. e-Wallets – Digital Currency and Alternate Consumer Payment
Options .Smart Cards, e-Billing developing payment standards.

UNIT 4

Internet Marketing: Branding, Promotions, E-Business Advertising – E-Customer Relationship
Management – Tracking and Analyzing data, Personalization – Contact Centers Complete e-
CRM Solutions

UNIT 5

Legal and Ethical Issues: Privacy and confidentiality on the Internet Other Legal areas like
Defamation IPR and Patents, Trade mark Unsolicited Commercial e-Mail (Spam) Online
Contracts and User Agreements. Cyber Crime – Internet Taxation Issues

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

References

1. Hanson: **“E-Commerce and Internet Marketing”**, Cengage Learning, New Delhi, 2013
2. Harvey M. Deitel, Paul J. Deitel, Kate Steinbuhler: **“E-Business and E-Commerce”** for Managers, Pearson Publication.
3. David Whiteley: **“E-Commerce- Strategy Technologies and Applications”** Tata Mac-Graw Hill, New Delhi, 2000.
4. C.S.V.Murthy: **“E-Commerce–Concepts, Models & Strategies”** Himalaya Publishing house, Mumbai, 2003.
5. Kamallesh K Bajaj & Debjani Nag: **“E-Commerce”**, the Cutting Edge of Business- Tata McGraw- Hill, New Delhi, 2002.
6. Bharat Bhaskar: **“Electronic Commerce”**, Tata Mc-Graw-Hill, New Delhi, 2003.



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



SYSTEMS ELECTIVE 2

Sub Code: **18E2198542**

Name of the Course: **RELATIONAL DATA BASE
MANAGEMENT SYSTEMS (RDBMS)**

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. The objective of this course is to enable the students Database Models and Database development.
2. To create awareness about Principles of Conceptual Database and Relational Database Implementation- Relational Algebra and Calculus.
3. To learn SQL-Schema and Table Definition.
4. To give an idea about Physical Database Systems.
5. To help the student to focus on Distributed Database Systems.

Course Outcomes:

1. To evaluate the Database Models and Database development.
2. To design and formulate various Principles of Conceptual Database and Relational Database Implementation- Relational Algebra and Calculus
3. To understand SQL-Schema and Table Definition
4. To design a Physical Database Systems
5. To analyse DBMS Selection and Implementation and Classifying DBMS featurerequirement Evaluation Models

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2				2							1	1
CO2	1		3			2	2					2	1	1
CO3	1												2	2
CO4	1		2			2	2						2	2
CO5	1	2	2			2	2					2	2	2
Tot	5	4	7			8	6					4	8	8
Avg.	1	2	2.3			2	2					2	1.6	1.6

Syllabus:



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



UNIT - 1

Database Systems: Evolution- File Oriented Systems- Database Models- database System Components- Database Systems in the Organization- Data sharing - Strategic Database - Planning database and Management Control- Risks and Costs in Databases- Database development.

UNIT - 2

Database Design: Principles of Conceptual Database- Design Conceptual Data Models- Aggregation- Modeling conceptual Objects vs. Physical Objects- Relational Data Model- Fundamental Concepts-Normalization-Transforming a conceptual model - Relational Model- Relational Database Implementation- Relational Algebra and Calculus.

UNIT - 3

SQL-Schema and Table Definition: Data Manipulation- View Definition Graphical Query Language- Client-Server Databases - Defining Database Tables and Server - Data Manipulation and Programming- Developing Client Applications

UNIT - 4

Physical Database Systems: Storage Media- Disk Performance – Factors File Organisation- Implementing Logical Relationships- Mapping logical Data Structures to Physical Structures- Secondary Keys – Access Database Administration and Control - DBA Functions- DBA Goals Database Integrity- Database Security- Database Recovery

UNIT - 5

Distributed Database Systems: Design. - Query Processing- Data Integrity Recovery- Client/Server Systems- DBMS Selection and Implementation- Information Needs- DBMS Functions and Capabilities-Classifying DBMS feature requirement Evaluation Models- Implementation Issues- Case studies of RDBMS package such as ORACLE/MS-SQL Server.

(Lab Sessions to be conducted wherever it is required)

REFERENCES:

1. Mc Fadden-Benjamin: “**Modern Database Management**” Cummings Publishing Company
2. Bipin C.Desai: “**An Introduction to Database System**” West Publishing Company
3. Gary Hansen & James. Hansesn: “**Database Management & Design**” Prentice Hall
4. Alexis Leon & C.K. Thomas DB2 (IBM Database 2), “**The Complete Book for Application Programmers**”, Comdex Computer Publication a division of Pustak Mahal.
5. Prof. S. Nandagopalan, “**Database Management Systems**” A Practical Approach”, Sapna Book House, Bangalor.



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



SYSTEMS ELECTIVE 3

Sub Code: **18E2198543**

Name of the Course: **WEB DESIGNING**

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To explain the Web Fundamentals.
2. To learn the Hyper Text Transfer Protocol (HTTP).
3. To provide a framework about Hyper Text Markup Language (HTML).
4. To create awareness about Cascading Style Sheets (CSS).
5. To demonstrate the knowledge about the concepts of JavaScript

Course Outcomes:

1. To understand the Web Fundamentals.
2. To know about the concept of Hyper Text Transfer Protocol (HTTP).
3. To be acquainted Hyper Text Markup Language (HTML).
4. To well versed with Cascading Style Sheets (CSS).
5. To acquire the knowledge about the concepts of JavaScript

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1					2	2						1	1
CO2	1	2				2	2					3	1	1
CO3	1	2	2			2						2	2	2
CO4	1	2	2										2	2
CO5	1	2				2						2	2	2
Tot	5	8	4			8	4					7	8	8
Avg.	1	2	2			2	2					2.3	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

Unit: 1

Web Fundamentals – Introduction To The Web, History of the Web, Protocols Governing the Web, Creating Websites for Individuals and the Corporate World, Web Applications, Writing Web Projects, Identification of Objects, Target User, Web Team, Planning and Process Development, Web Architecture, Major Issues in the Web Solutions Development, Web Servers (Apache Web Server), Web Browsers, Internet Standards, TCP/IP Protocol Suite, IP Addresses, MIME, Cyber Laws.

Unit: 2

Hyper Text Transfer Protocol (HTTP): Introduction - Web Server and Clients, Resources, URL and its Anatomy – Examples, Message Format, Persistent and Non-Persistent Connections, Web Caching, Proxy. Java Network Programming- Java and the Net, Java Networking Classes and Interfaces, Looking up Internet Address, Client/Server Programs, Socket Programming, E-mail Client.(lab sessions to be conducted)

Unit 3

Hyper Text Markup Language (HTML): Introduction, Structure, Text, Lists, Links, Images, Tables, Forms, Frames, Images, and Meta Tags. (lab sessions to be conducted)

Unit 4

Cascading Style Sheets (CSS) Introduction, Advantages, Color, Text, Boxes, Lists, Tables and Forms, Layout, Images, HTML5 Layout. (Lab Sessions to be conducted)

Unit 5

JavaScript Introduction, Variables, Literals, Operators, Control Structure, Conditional Statements, Arrays, Functions, Objects, JavaScript and HTML DOM, Advanced JavaScript and HTML Forms (Lab sessions to be conducted).

(Lab Sessions to be conducted wherever it is required)

TEXT BOOKS:

1. Uttam K Roy : “**Web Technologies**” — Oxford University Press, 2010
2. Jon Duckett: “**HTML & CSS: Design and Build Websites**” – John Wiley & Sons, 2014.



SYSTEMS ELECTIVE 4

Sub Code: **18E2198544**

Name of the Course: **SYSTEMS ANALYSIS AND DESIGN**

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To create awareness about conceptual Systems Analysis and Tools of System development.
2. To understand areas of System Design and Information Technology Architecture.
3. To acquire knowledge of Procedure Design.
4. To provide student with thorough understanding of Quality Assurance and Training the users and operating personnel.
5. To understand the Strategies and Techniques Conversion Methods and System Evaluation Techniques.

Course Outcomes:

1. To know about the conceptual Systems Analysis and Tools of System development.
2. To create awareness on areas of System Design and Information Technology Architecture.
3. To apply knowledge of Procedure Design.
4. To discuss various aspects on Quality Assurance and Training the users and operating personnel.
5. To analyse the Strategies and Techniques Conversion Methods and System Evaluation Techniques.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2	2										1	1
CO2	1					2	2					2	1	1
CO3	1	2										2	2	2
CO4	1		2										2	2
CO5	1											2	2	2
Tot	5	4	4			2	2					6	8	8
Avg.	1	2	2			2	2					2	1.6	1.6



Syllabus:

UNIT-1

Systems Analysis and Design: Meaning - System Analyst: Role and Responsibilities. Strategies of System Design and Development - Principles of System Development - Tools of System Development - Requirements Analysis: Strategies - Fact-finding – Feasibility Analysis - Documenting: DFD, DD, DT, Decision Trees,

UNIT-2

System Design: Objectives - Physical Vs. Logical Design- Areas of System Design: Input Design: Data Capture - GUI controls - prototype design - Process Design - Modeling Applications - Information Technology Architecture - Output Design - Principles - Prototype – Interface – Display – Forms Design.

UNIT-3

Procedure Design: Code Design – File Design – Methods – Storage Structures – Software Design – Techniques – Principles.

UNIT-4

System Testing: Types – Approaches – Quality Assurance – Assessing Reliability – Documentation – Training the users and operating personnel.

UNIT-5

System Implementation: Strategies and Techniques Conversion Methods – System support and maintenance system crash – Recovery- System Evaluation Techniques.

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

References:

1. Whitten.L. Jeffery: Bentley. D. Lonnie: “**System Analysis and Design Methods**” Tata Mc. Graw Hill, New Delhi.
2. Senn. A.James: “**Analysis and Design of Information System**” Mc. Graw Hill, New York.
3. Davis. B. Gordeon, Olson, H.Margrethe: “**Management Information Systems**” Conceptual Foundations, Structure and Development, Mc.Graw Hill, New York.
4. Garg.K.Vinod, Srinivasan, S: “**Work book on Systems Analysis & Design**” Prentice Hall of India Pvt. Ltd., New Delhi.
5. Rajaraman, V. “**Analysis and Design of Information System**” Prentice Hall of India Pvt. Ltd., New Delhi.
6. Vigya Charya R. Bansal, “**Information System Analysis and Design**” A Modern Approach to System Development, New Age International Publishers, New Delhi.



II MBA IV SEMESTER

Sub Code: 18E2298401 Name of the Course: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To explain the role of logistics and supply chain management in supplementing corporate strategy of a manufacturing organization.
2. To identify the overall cost of logistic control process and evaluate various facets of logistic and supply chain management performance.
3. To apply various analytical methods and tools so that students are able to measure benchmark the logistics process and SCM operations by integrating and optimizing the total logistics and supply chain relationship
4. To focus on information business logistic systems this drives to improve accuracy in sourcing, transporting and pricing products.
5. To incorporate focus on the rate of change occurring in business today and more specifically in global business logistics.

Course Outcomes:

1. To identify the concepts of supply chain and Select the various drivers of supply chain performance in Logistics and Competitive strategy.
2. To classify logistics and supply chain management for identifying cost drivers and activity based costing.
3. To measure performance of logistic and supply chain management with a benchmark.
4. To improve inbound logistics and understand the fundamental role of logistic as it relates to transportation.
5. To apply knowledge to evaluate and manage an effective supply chain management at global level.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1		2								2		1	1
CO2	1	2		2								2	1	1
CO3	1	3		2									2	2
CO4	1	2		2						2			2	2
CO5	1				3					2		2	2	2
Total	5	7	2	6	3					4	2	4	8	8



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Average	1	2.3	2	2	3					2	2	2	1.6	1.6
----------------	---	-----	---	---	---	--	--	--	--	---	---	---	-----	-----

Syllabus:

UNIT 1

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

UNIT 2

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

UNIT 3

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

UNIT 4

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

UNIT 5

Managing global Logistic: Logistics in a global economy – views of global logistics- global operating levels – interlinked global economy – Global strategy –Global purchasing – Global logistics – Channels in Global logistics –Global alliances.

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

References

1. Donald J.Bowersox and David J.Closs: “Logistical Management” The Integrated Supply Chain Process, TMH, 2011.
2. Edward J Bradi, John J Coyle: “ A Logistics Approach to Supply Chain Management, Cengage Learning, New Delhi, 2012.
3. K.Agrawal: “Distribution and Logistics Management”, MacMillan Publishers, 2011
4. Sunil Chopra and Peter Meindl: “Supply chain Management: Strategy, Planning and Operation”, Pearson Education, New Delhi 2013
5. Rahul V Altekar: Supply Chain Management, PHI Learning Ltd, New Delhi, 2009



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Sub Code: 18E2298402 Name of the Course: ENTREPRENEURSHIP DEVELOPMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course objectives:

1. To understand the role and importance of entrepreneurship for economic development and women entrepreneurship.
2. Students will be able to develop the ability of analysing various aspects of entrepreneurship through training.
3. To understand the concepts of project management for planning to execute the project, feasibility analysis.
4. To consider the legal and financial conditions for starting a business venture, evaluate the effectiveness of different entrepreneurial strategies and challenges.
5. To expand students thought process by imparting him about supportive role government, ED institutions. Giving glimpse on MSME, WOMEN role, basic Requirements for entrepreneurs

Course outcomes:

1. To evaluate the role and importance of entrepreneurship for economic development, develop personal creativity and women entrepreneur initiative.
2. To acquire necessary knowledge and skills required for organising and carrying out entrepreneur activities through training by adopting the key steps in the elaboration of business ideas.
3. To make them capable to analyse, apply and appreciate contemporary project management tools and methodologies.
4. To learn policies and their support to MSMEs for growth strategies and its challenges in International business
5. To understand about supportive role of government, financial institutions and educational institution offering ED programmes.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1		2			2	2		2				1	1
CO2	1		2		2				2				1	1
CO3	1	2			2						3		2	2
CO4	1					2	2					2	2	2



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



CO5	1					2	2	2				2	2	2
Total	5	2	4		4	6	6	2	4		3	4	8	8
Average	1	2	2		2	3	3	1	2		1	2	1.6	1.6

Syllabus:

UNIT 1

Entrepreneurship: Importance and growth - Characteristics and Qualities of Entrepreneur- Role of Entrepreneurship, Ethics and Social Responsibilities. Women Entrepreneurship: Role & Importance, Problems of Women Entrepreneurs – corporate entrepreneurship – mobility of entrepreneur – entrepreneurial motivation.

UNIT 2

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

UNIT 3

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

UNIT 4

Small and Micro Enterprises: Importance, definitions – policies and their support to MSMEs - growth and growth strategies – sickness in small business and remedies – small entrepreneurs in International business.

UNIT 5

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

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

References

1. Arya Kumar: “Entrepreneurship”, Pearson, Publishing House, New Delhi, 2012.
2. VSP Rao, Kuratko: “Entrepreneurship”, Cengage Learning, New Delhi,
3. K.Ramachandran: “Entrepreneurship Development”, TMH, New Delhi, 2012 4.B.Janakiram, M Rizwana: “Entrepreneurship Development” Excel Books, New Delhi, 2011 5.Rajeev Roy: “Entrepreneurship”, Oxford University Press, New Delhi,2012
6. P.C.Shejwalkar: “Entrepreneurship Development”, Everest Publishing House, New Delhi, 2011



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



HR ELECTIVE 5

Sub Code: 18E22985. **Name of the Course:** ORGANIZATIONAL DEVELOPMENT & CHANGE MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To give abroad theoretical and practical understanding of key concepts and issues in managing organising change.
2. To give an idea and awareness about mapping change models.
3. To identify major types of organizational development interventions.
4. To explain collective bargaining as an exchange and economic relationship.
5. To improve team communication effectiveness.

Course Outcomes:

1. To be ready for the types of change and value based change.
2. To know various change mapping models to face the challenges.
3. To identify the key roles and responsibilities of an organisational development consultant needed to develop and sustain long term organisational development interventions.
4. To understand the importance of collective bargaining as an exchange and economic relationship.
5. To communicate, plan and resolve conflicts in team building.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1			2		2	2		2	2			1	1
CO2	1	2	2	2					2	2			1	1
CO3	1					2	2					2	2	2
CO4	1					2			2				2	2
CO5	1								2	3		2	2	2
Total	5	2	2	4		6	4		8	7		4	8	8
Average	1	2	2	2		2	2		2	2.3		2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Basics of Change Management: Meaning, nature and Types of Change – change programmes – change levers – change as transformation – change as turnaround – value based change.

UNIT 2

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

UNIT 3

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

UNIT 4

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

UNIT 5

Team Building: Nature and Importance of Teams – Team Vs Groups – Types of teams – Characteristics of Virtual teams – Team building life cycle – Team building skills – Virtual team - High performance teams – self managing teams – Building team relationships – empowered teams – leadership on teams – Managing cross –cultural diversity in teams – Group think as a decision making process – effective decision making techniques for teams and groups – role of change consultant— contemporary issues in managing teams.

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

References

1. Cummings: “Theory of Organisation Development and Change”, Cengage Learning, New Delhi, 2013.
2. Robert A Paton: Change Management, Sage Publications, New Delhi, 2011.
3. NilanjanSengupta: Managing Changing Organisations, PHI Learning, New Delhi, 2009
4. Adrian Thornhill: Managing Change, Pearson Education, New Delhi, 2012.
5. Radha R Sharma: Change Management, TMH, New Delhi, 2012



HR ELECTIVE 6

Sub Code: **18E2298512**

Name of the Course: **Global HRM**

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course objectives:

1. The objective of this course is to enable the students with basic concepts and practices of Global Human Resource Management.
2. To create awareness about selection methods and International assignments for Women.
3. To learn common and important patterned social and cross culture management.
4. To give an idea about Compensation Management and Performance Management.
5. To help the student to focus on the Measures for creating global HRD Climate, challenges in creation of new jobs through Globalization

Course outcomes:

1. To evaluate the developing role of human resources in the global arena.
2. To design and formulate various selection methods and International assignments for Women.
3. To understand different skill building methods and experience cross cultural communication.
4. To design a performance appraisal, reward system, pay plans and incentives at global level
5. To analyse the strategic issues in measures for creating global HRD Climate, challenges in creation of new jobs through Globalization

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2		2		2							1	1
CO2	1		3			2	2					2	1	1
CO3	1								2	3			2	2
CO4	1		2			2	2						2	2
CO5	1	2	2			2	2					2	2	2
Total	5	4	7	2		8	6		2	3		4	8	8
Average	1	2	2.3	1		2	2		2	3		2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Introduction: A Global HR Perspective in New Economy-Challenges of Globalization - Implications of Managing People and Leveraging Human Resource- - Conflicts - Strategic Role of International HRM – Global HR Planning – Staffing policy – Training and development – performance appraisal –International Labour relations – Industrial democracy – Talent crunch – Indian MNCs and Challenges - Legal content of Global HRM.

UNIT 2

Managing International Assignments: Significance – Selection methods - Positioning Expatriate – Repatriate – factors of consideration - Strategies - International assignments for Women - Problems.

UNIT 3

Cross Culture Management: Importance – Concepts and issues – theories- considerations - Problems – Skill building methods – Cross Culture Communication and Negotiation – Cross Culture Teams.

UNIT 4

Compensation Management: Importance – Concepts- Trends - Issues – Methods – Factors of Consideration – Models – incentive methods – global compensation implications on Indian systems - Performance Management.

UNIT 5

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

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

References:

1. Subba Rao P: “International Human Resource Management”, Himalaya Publishing House, Hyderabad, 2011
2. NilanjanSen Gupta: “International Human Resource Management Text and cases” Excel Books, New Delhi.
3. Tony Edwards :“International Human Resource Management”, Pearson Education, New Delhi, 2012
4. Aswathappa K, Sadhana Dash: “International Human Resource Management, TMH, New Delhi,
5. Monir H Tayeb: “International Human Resource Management”, Oxford Universities Press, Hyderabad, 2012.



HR ELECTIVE 7

Sub Code: 18E2298513 **Name of the Course:** LABOR WELFARE & LEGISLATION

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To know the development and the judicial setup of Welfare Legislation.
2. To learn the laws relating to Industrial Relations Legislation, Social Security and Working conditions.
3. To learn the salient features of wage and social security legislation.
4. To create awareness about Indian constitution on labour and labour problems
5. To create awareness about the statutory and non statutory benefits like education ,work environment welfare centers etc..

Course Outcomes:

1. To understand the statutory and non statutory benefits in Factories Act 1948.
2. To understand laws related to Industrial Relations, Social Security and Working conditions.
3. To apply wage, social security legislation for the benefits of employees.
4. To understand labour problems related to indebtedness, absenteeism etc.
5. To understand the statutory and non statutory benefits like education, work environment welfare centres etc.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1					2	2	2					1	1
CO2	1	2				2	2					3	1	1
CO3	1	2		2		2			2			2	2	2
CO4	1	2							2	2			2	2
CO5	1	2		2		2						2	2	2
Total	5	8		4		8	4	2	4	2		7	8	8



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Welfare Legislation: Factories Act 1948, Mines Act 1952, Plantation Labour Act 1951, Contract Labour (Regulation and Abolition) Act 1970 and A.P.Shops and Establishments Act.

UNIT 2

Industrial Relations Legislation: Industrial Disputes Act 1947; Industrial Employment (standing orders) Act 1946 and Trade Unions Act 1926.

UNIT 3

Wage and Social Security Legislation: Payment of wages Act 1936 - Minimum wages Act 1948 - Payment of Bonus Act 1966 - Payment of Gratuity Act 1972 - Workmen's Compensation Act 1923 - Employees State Insurance Act 1948 - Maternity Benefit Act 1961 and Employees Provident Fund and Miscellaneous Provisions Act 1952.

UNIT 4

Labour Welfare: Concept, scope and philosophy, principles of labour welfare, Indian constitution on labour, Agencies of labour welfare and their role. Impact of ILO on labour welfare in India. Labour problems – Indebtedness, Absenteeism, Alcoholism, Personal and Family Counselling.

UNIT 5

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

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

References:

1. Govt. of India (Ministry of Labour, 1969). Report of the Commission on Labour Welfare, New Delhi: Author.
2. Govt. of India (Ministry of Labour, 1983). Report on Royal Commission on Labour in India, New Delhi: Author.
3. Malik, P.L: "Industrial Law", Eastern Book Company. Laknow, 1977
5. Moorthy, M.V: "Principles of Labour Welfare", Oxford University Press, New Delhi.
6. Pant, S.C: "Indian Labour Problems", Chaitanya Pub. House. Allahabad.



HR ELECTIVE 8

Sub Code: 18E2298514 **Name of the Course:** MANAGEMENT OF INDUSTRIAL RELATIONS

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. The objective of the course is to impart to the skills necessary for maintaining harmonious relations in the organizations.
2. To create awareness of trade unions and problems of workers.
3. To learn about the importance of quality of work life through worker’s participation in collective bargaining and issues related to wage determination.
4. To learn about various social security acts like Workmen Compensation Act, Employee State Insurance Act etc.
5. To create awareness with grievance handling and settlement of industrial disputes in the organisation.

Course outcomes:

1. To understand the importance of employer –employee relationship in the organisation and Influencing factors of IR in enterprise and the consequences.
2. To be acquainted with the concepts, principles and issues connected with trade unions
3. To understand the importance of quality of work life through worker’s participation in collective bargaining and issues related to wage determination.
4. To acquainted with various social security acts like Workmen Compensation Act, Employee State Insurance Act etc.
5. To well versed with grievance handling and settlement of industrial disputes in the organisation.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2				2			2				1	1
CO2	1		2					3					1	1
CO3	1		2	2	2				2			2	2	2
CO4	1	2		2			2					2	2	2
CO5	1	2	2	2						2		2	2	2
Total	5	6	6	6	2	2	2	3	4	2		6	8	8
Average	1	2	2	2	2	2	2	3	2	2		2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Industrial Relations Management: Concept- Evaluation –Background of industrial Relations in India- Influencing factors of IR in enterprise and the consequences. Economic, Social and Political environments- Employment Structure –Social Partnership-Wider approaches to industrial relations- Labour Market.

UNIT 2

Trade Unions: Introduction-Definition and objectives-growth of Trade Unions in India-trade Unions Act , 1926 and Legal framework-Union recognition-Union Problems-Employees Association-introduction ,Objective Membership, Financial Status.

UNIT 3

Quality of Work Life: Workers' Participation in Management - Worker's Participation in India, shop floor, Plant Level, Board Level- Workers' Welfare in Indian scenario- Collective bargaining concepts & Characteristics –Promoting peace.Wage and Salary administration: Nature & Significance of wage, salary administration, essentials- Minimum wage- Fair wage, Real wage, Incentives & fringe benefits. Issues and Constraints in Wage Determination in India.

UNIT 4

Social Security: Introduction and types –Social Security in India, Health and Occupational safety programs- Salient features of Workmen Compensation Act and Employees' State Insurance Act relating to social security – Workers' education objectives -Rewarding.

UNIT 5

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.

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

References

1. C.S Venkataratnam: “**Industrial Relations**”, Oxford University Press, New Delhi, 2011
2. Sinha: “**Industrial Relations, Trade Unions and Labour Legislation**”, Pearson Education, New Delhi, 2013
3. Mamoria: “**Dynamics of Industrial Relations**”, Himalaya Publishing House, New Delhi, 2010
4. B.D.Singh: “**Industrial Relations**” Excel Books, New Delhi, 2010
5. Arun Monappa: “**Industrial Relations**”, TMH, New Delhi. 2012
6. Prof. N.Sambasiva Rao and Dr. Nirmal Kumar: “**Human Resource Management and Industrial Relations**”, Himalaya Publishing House, Mumbai
7. Ratna Sen: “**Industrial Relations**”, MacMillon Publishers, New Delhi, 2011



FINANCE ELECTIVE 5

Sub Code: 18E2298521 **Name of the Course:** FINANCIAL MARKETS AND SERVICES

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course objectives:

1. To create an awareness about the role and function of the financial system and Financial Markets.
2. To create an awareness of the current structure and regulation of the Indian financial services sector.
3. To learn about the legal aspects guidelines, financing pattern under venture capital and concepts of leasing.
4. To understand the concepts of credit analysis and scoring.
5. To be aware of basic concepts of mutual fund, types and working of mutual fund industry

Course outcomes:

1. To understand the role and function of the financial system and SEBI.
2. To demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
3. To able to understand the legal aspects guidelines, financing pattern under venture capital and leasing
4. To conversant with credit rating practices of specialised rating agencies.
5. To Acquire tools to analyse the performance of mutual funds.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1					2	2					2	1	1
CO2	1	2		2		2						2	1	1
CO3	1		2	2			2	2					2	2
CO4	1			2			2					2	2	2
CO5	1				3							2	2	2
Total	5	2	2	6	3	4	6	2				8	8	8
Average	1	2	2	2	3	2	3	2				2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

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

UNIT 2

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

UNIT 3

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

UNIT 4

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

UNIT 5

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

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

References:

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



FINANCE ELECTIVE 6

Sub Code: 18E2298522

Name of the Course: GLOBAL FINANCIAL MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To create awareness about conceptual framework in Globalization and MNCs , International Monetary Reforms.
2. To identify management of opportunities and risk relating international investments, exchange rate fluctuations.
3. To acquire knowledge of how forward contracts, futures, swaps and options work.
4. To provide student with thorough understanding of capital budgeting and international investment.
5. To understand the problem of global indebtedness and factors influencing debt crises.

Course outcomes:

1. To know how to manage multinational company’s investment and International Monetary Reforms.
2. To identify risk relating to exchange rate fluctuation and develop strategies to deal with them.
3. To apply advanced techniques for pricing derivatives such as Market for Currency Futures and Currency Options.
4. To discuss various aspects of international financial management including the operations of currency markets, capital budgeting and international investment.
5. To analyse the magnitude of external debt, debt crisis and internal financing by MNC’s

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2	2					2					1	1
CO2	1					2	2					2	1	1
CO3	1	2			2							2	2	2
CO4	1		2								2		2	2
CO5	1			2				2				2	2	2
Total	5	4	4	2	2	2	2	4			2	6	8	8
Average	1	2	2	2	2	2	2	2			2	2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Introduction to Global Financial Management: Globalization and MNCs- Global Winds of Change- New Challenges and Opportunities- Importance of Global Factors- Regulatory and Legal Frame Work- Global Organizational Restructuring- International Monetary System- Exchange Rates and Par Values- International Monetary Reforms- Special Drawing Rights (SDR) –SDR Allocation.

UNIT 2

Management of Exchange and Interest Rates Exposure: Determination of Exchange Rates- Balance of Payments (Equilibrium vs Disequilibrium)- International Trade Flow- Time factor in International Risks- Hedging in Swap Market- Measurement of Political Economics Risk- Management of International Transactions Exposure.

UNIT 3

Management of Global Business Operations and Practices: Operational Strategies of MNCs- Management of Global Business Practices- Sources of funds for MNCs- Operations in International Financial Markets- Inter-Corporate Funds Flow- Market for Currency Futures and Currency Options.

UNIT 4

International Investment Decision : Foreign Direct Investment- International Capital Budgeting- Evaluation and Management of Political Risk- Global Portfolio Investment- International Global Financial Decisions- Role of Multi Lateral Development Banks- Global Financial Market Instruments- Management of Interest Rate Risk- Shorter Asset and Liability Management.

UNIT 5

Global Indebtedness: External Resources and Development- Nature and Magnitudes of External Debt- Factors influencing Debt Crisis- Management of external Indebtedness and Challenges- Short -Term Financing- Internal Financing by MNCs.

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

References:

1. Jeff Madura, “ International Financial Management” Cengage Learning Limited, 2008.
2. PG Apte, “International Financial Management” Tata McGraw Hill Limited, 2009.
3. Vyuptakesh Sharan, “International Financial Management” PHI, 2012.
4. V.A. Avadhani, “International Financial Management” Himalaya Publishing House, 2009



FINANCE ELECTIVE 7

Sub Code: 18E2298523

Name of the Course: RISK MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course objectives:

1. To understand the role of financial institutions and risk management frame work.
2. To understand the variety of techniques to identify, assess , manage and monitor the risk .
3. To provide a framework and process for the management of risk.
4. To create awareness on the regulatory framework of risk management.
5. To learn important concepts of risk management like black scholes model ,Moody’s KMV portfolio manager and derivative products.

Course Outcomes:

1. To Identify and categorise the various risks face by an organisation.
2. To analyse various techniques of measuring the risks.
3. To know the overall management of risk tools.
4. To get Awareness of revised RBI risk management norms, BASEL committee and calculations of minimum capital requirements.
5. To apply the concepts like time value of money, black scholes model, Moody’s KMV portfolio manager and derivative products in risk management.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2		2								2	1	1
CO2	1	2			2						2		1	1
CO3	1					2					2		2	2
CO4	1		2	2								2	2	2
CO5	1	2	2	2	2						3		2	2
Total	5	6	4	6	4	2					7	4	8	8
Average	1	2	2	2	2	2					2.3	2	1.6	1.6



Syllabus:

UNIT1

Introduction to Risk Management: Role of Financial Institutions- Future Trends and Global Issues- Financial Services provided by Intermediaries- Need of Risk Management- What is Risk- Sources of various Risk- Risk Management frame work in Organization- Identification of Risks like Liquidity Risk, Market Risk, Foreign Exchange Risk, Operational Risk etc.

UNIT 2

Measurement of Risks: Measurement of Interest Rate Risk and Market Rate Risk- Measurement of Credit Risk- Measurement of operational and Technology Risk- Measurement of Foreign Exchange and Sovereign Risk- Measurement of Liquidity Risk- Measurement of Off Balance Sheet Risks.

UNIT3

Management of Risks: Risk Management Tools- Interest Rate Risk Management- Market Risk Management- Credit Risk Management- Operational Risk Management- Foreign Exchange and Sovereign Risk Management- Liquidity Risk Management- Management of Capital Adequacy- Risk Reporting

UNIT 4

Regulatory and Other Issues in Risk Management: Regulatory Frame Work- Revised RBI Risk Management Norms to Banks- Organizational Structure for Market and Credit Risk- SEBI, NHB- Bank for International Settlement- BASEL Committee on Banking Supervision- BASEL Settlement I,II & III- Calculation of Minimum Capital Requirements.

UNIT 5

Important Concepts of Risk Management: Time Value of Money- Advance Bond Concepts- Calculation of VaR- Balck-Scholes Model- Moody's KMV Portfolio Manager- Probability Distribution and Fundamentals of Statistics- Derivative Products and its Markets- Margin and Mark-to-Market.

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

References

1. Dr. G. Kotreshwar: "Risk Management", Himalaya Publishing House, Delhi. 2012
2. Trieschmann, Hoyt, Sommer: "Risk Management and Insurance", Cengage Learning. 2005,
3. Dhanesh Kumar Khatri: "Derivatives and Risk Management", Mac Millan, 2012
4. Vivek, P.N. Asthana: "Financial Risk Management", Himalaya Publishing House, Delhi. 2012
5. Rene M. Stulz. "Risk Management & Derivatives" Cengage Learning. 2003.



FINANCE ELECTIVE 8

Sub Code: 18E2298524

Name of the Course: TAX MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course objectives:

1. To understand the concept of tax and different heads of incomes.
2. To familiarize with the concepts of GST.
3. To understand the framework of tax planning
4. To apply tax management decisions
5. To learn the concept of Multi National Taxation.

Course outcomes:

1. To identify the different types of tax and heads of incomes.
2. To understand the concepts of GST
3. To analyze the essential components in levy of tax, Five basic Rules of interpretation of statutes, Tax Planning and Tax Management.
4. To apply management decisions, such as make / buy- own/lease, export/local sale and Guidelines to Tax planning.
5. To apply the concepts Bilateral Tax Treaties, Transfer Pricing for Tax Planning and Global Investment and Tax Incentives

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1							2			2	2	1	1
CO2	1		2	2		2						2	1	1
CO3	1	2		2				2			2	2	2	2
CO4	1	2	2	2		2		2				2	2	2
CO5	1	2		2		2		2				2	2	2
Total	5	6	4	8		6		8			4	10	8	8
Average	1	2	2	2		2		2			2	2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Direct Tax: Basic concepts– Residential Status– Income from Salary- Income from House Property– Income from Business and Profession- Income from Capital Gains- Income from other sources – computation of Total Income—Exemptions.

UNIT 2

Indirect Tax: Introduction to Goods and Service Tax (GST) - Key Concepts, Phases of GST, GST Council, rate slabs under GST, Cess , Registration under GST, Filing of returns under GST

UNIT 3

Introduction to Tax Planning: Nature of Tax – Essential components in levy of tax – Legal Principles of taxation laws – Five basic Rules of interpretation of statutes – Law Lexicon and Legal Maxims – Concepts of Tax Avoidance, Tax Evasion – Tax Planning and Tax Management.

UNIT 4

Tax Management Decisions: Tax considerations - Management Decisions, such as make / buy-own/lease - export/local sale - Guidelines to Tax planning – Relief's – Concessions – Rebates – Deductions – Incentives (Payment of Advance Tax) – Filing of Returns – Refunds – Penalties for non-compliance.

UNIT 5

Multi National Taxation: Bilateral Tax Treaties- Transfer Pricing for Tax Planning – Uses of Inter Company Loans- Tax Intensives Organizational Setup of MNCs- Tax Reliefs and Rebates in India- Tax Credits- Tax Havens- Investment Decision on Tax Planning- Global Investment and Tax Incentives- Transfer Pricing Methods- Measures to Plug Tax Loopholes.

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

References:

1. Vinod K.Singhania and Mounica singhnia, Corporate Tax Planning and business Management, Taxmann Publications.
2. Vinod K.Singhania and Kapil Singhania, Direct Taxes – Law and Practice, Taxmann Publications
3. R.N.Lakhotia, Corporate Tax Planning, vision publications.
4. V.A. Avadhani, “International Financial Managment” Himalaya Publishing House, 2009
5. PG Apte, “International Financial Management” Tata Mc Graw Hill, 2009



MARKETING ELECTIVE 5

Sub Code: 18E2298531

Name of the Course SERVICES MARKETING

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course objectives:

1. To develop an understanding of the roles of services marketing, building services aspirations and tracking customer behaviour.
2. To appraise the nature of service environment and customer satisfaction measurement Techniques.
3. To demonstrate the knowledge of the extended marketing mix for services, creating and maintaining value relationship, market leadership strategies.
4. To appraise the way in which this theory can be practically applied in various service sector .
5. To appraise the way in which this theory can be practically applies in various sectors like health care ,entertainment ,retail shopping malls etc.

Course Outcomes:

1. To identify and understand the roles of services marketing, building services aspirations and tracking customer behaviour.
2. To know the nature of service environment and customer satisfaction measurement Techniques.
3. To analyse the extended marketing mix for services, creating and maintaining value relationship, market leadership strategies.
4. To apply the way in which this theory can be practically applied in various service sector .
5. To apply the way in which this theory can be practically applies in various sectors like health care ,entertainment ,retail shopping malls etc.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2		2									1	1
CO2	1		2									2	1	1
CO3	1	2		2		2			2				2	2
CO4	1			2			2				3		2	2
CO5	1	2		2				2					2	2
Total	5	6	2	8		2	2	2	2		3	2	8	8



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Average	1	2	2	2		2	2	2	2		1.6	2	1.6	1.6
----------------	---	---	---	---	--	---	---	---	---	--	-----	---	-----	-----

Syllabus:

UNIT 1

Introduction to Services Marketing: Scope and Definition- Services Marketing Environment- Definition- Goods and Services- Components of Service- Characteristics- Service Delivery as a System- Service Facility Design and Layout- HRM Issues- -Building Services Aspirations- Tracking Customer Behavior-.

UNIT 2

Key Dimensions of Services Marketing: Introduction- Service Environment- Service Blue Printing- Service Encounter- Customer Expectations- Demand- Supply Management- Service Quality- Service Quality Gap- Service Quality Audit-Delivering Quality Services- Communication Strategies- Bench Marking-TQM-Customer Satisfaction Measurement Techniques- MPQ-ROQ- Service Guarantees.

UNIT 3

Management of Services Marketing: Introduction- Marketing Mix- Developing a Package- Product Attractiveness- Components of Promotion Mix- Strategic Services Marketing- Service Target Segments- Positioning the Services- Creating and Maintaining Value Relationship- Market Leadership Strategies.

UNIT 4

Service Marketing Practices I: Marketing of Financial and Insurance Services- Major Characteristics- Technological Innovations- Regulatory Mechanism- Marketing of Hospitality, Travel and Tourism Products- Marketing for Travel and Tourism- Segmentation- Tourism Marketing Strategies- Yield Management- Services Delivery- Global Service Quality- Marketing of Educational, Software and other Professional Services.

UNIT 5

Service Marketing Practices II: Marketing of Health Care, Cellular and Entertainment Services- Health Care Marketing Strategy- Major Hospital Products- Cellular Promotion Mix- Entertainment Marketing Mix- Emerging Influence of Retailing and Shopping Malls- Internationalization of Services- Liberization of Services- Off shoring – ITES- Industry Structure- Business Models

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

References

1. Dr. S. Shajahan: Services Marketing, Himalaya Publishing House, New Delhi 2009.
2. Rajendra Nargundkar: "Services Marketing", Tata McGraw Hill, New Delhi, 2011.
3. S.M. Jha: Service Management and Marketing, Himalaya Publishing House, New Delhi, 2011
4. C. Bhattacharjee: Services Marketing, Excel Books, New Delhi, 2010



MARKETING ELECTIVE 6

Sub Code: 18E2298532 **Name of the Course:** PROMOTION AND DISTRIBUTION MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To facilitate and understand the connections between Sales Promotion and Consumer Behaviour
2. To learn the concepts of physical distribution management and strategic issues in physical distribution.
3. To develop knowledge about the structure and function of marketing channels.
4. To implement and manage major institutional forms of marketing channels.
5. To analyse the interaction of marketing and environmental forces through an understanding of marketing decisions and practices ethically

Course Outcomes:

1. To understand the connections between Sales Promotion and Consumer Behaviour.
2. To apply the concepts of total distribution costs and cost trade-offs and physical distribution to marketing logistics.
3. To develop an understanding of how marketing channel strategy affects and is affected by the other strategic components of the marketing mix.
4. To describe and analyse the major institutional channels forms.
5. To make decisions ethically and face challenges in managing an International Distribution Strategy.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2				2							1	1
CO2	1		2	2		2	2				2		1	1
CO3	1			2		2						2	2	2
CO4	1	2	2				2					2	2	2
CO5	1		2	2			2	2			2	2	2	2
Total	5	4	6	6		6	6	2			4	6	8	8
Average	1	2	2	2		2	2	2			2	2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

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

UNIT 2

Introduction to Distribution Management: Physical Distribution Management- The Concepts of Total Distribution Costs and Cost Trade-offs- Customer Service Standards- Strategic Issues in Physical Distribution- Challenges and Opportunities- From Physical Distribution to Marketing Logistics- Major Logistics Functions

UNIT 3

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

UNIT 4

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

UNIT 5

Ethical and Social Issues in Distribution Management: Business Ethics and Sales Management- Ethical Issues facing Sales Managers- Managing Sales Ethics- Modeling Ethical Behavior- Making Decisions on Ethical Problems- Building a Sales Ethics Programme- International Distribution- Challenges in Managing an International Distribution Strategy.

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

References

1. K. Shridhara Bhat: “**Sales and Distribution Management**”, Himalaya Publishing House, 2011.
2. Dr. Matin Khan: “**Sales and Distribution Management**”, Excel Books, New Delhi, 2005.
3. Pingali Venugopal: “**Sales and Distribution Management**”, Sage Publications, New Delhi, 2008.
4. Dr. S. L. Gupta: “**Sales and Distribution Management**”, Excel Books, 2010



MARKETING ELECTIVE 7

Sub Code: 18E2298533 Name of the Course: GLOBAL MARKETING MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To learn about growing importance of global marketing management.
2. To enable the students to understand the marketing elements, strategies for FDI and FIIs and entry strategies of Indian Firms.
3. To understand the market opportunity for a new product or new services in terms of its potential users.
4. To develop knowledge about the structure and function of global marketing channels.
5. To learn the export procedures like licencing, shipping ,procurement of goods inspection documents related to shipment.

Course outcomes:

1. To understand the concepts of global marketing management, stages of internationalization and driving forces of global markets.
2. To enable the students to apply the marketing elements , strategies for FDI and FIIs and entry strategies of Indian Firms.
3. To apply how to asses new product and new service development opportunities.
4. To develop an understanding of how global marketing channel strategy affects and is affected by the other strategic components of the marketing mix.
5. To get awareness about the documents required for export procedures.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2		2		2							1	1
CO2	1		2			2	2					2	1	1
CO3	1	2	2								2		2	2
CO4	1		2	2		2						2	2	2
CO5	1			2			2						2	2
Total	5	4	6	6		6	4				2	4	8	8
Average	1	2	2	2		2	2				2	2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

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

UNIT 2:

International marketing strategy: Entry strategies in Global markets – modes of entries in global markets – global market segmentation – international targeting – criteria for targeting, selecting a global target market – Global product positioning strategy. Business Customs in global Market – strategies for FDI and FIIs - Entry Strategies of Indian Firms

UNIT 3:

Global Product & Price management: International product mix – Managing Global Research and Development for product management– Product diffusion and adoption in global markets – International Product Life Cycle – Product and culture – Global brand leadership–: Environmental influences on Pricing Decisions – Grey Market goods – Transfer pricing – Global Pricing – Policy Alternatives – Constraints on global pricing

UNIT 4:

Global Marketing Channels and Promotion for global markets: channels – Innovations in global channels – Channel strategy for new market entry – Distribution Structures – Global Distribution Patterns - Challenges in Managing An Global Distribution Strategy – Selecting Foreign Country Market intermediaries - Global Advertising and branding - Export Policy Decisions of a firm - Export costing and pricing – EXIM policy of India.

UNIT 5:

Export procedures and documents: Preliminaries: inquiry and offer – confirmation of offer – export license – finance – production /procurement of goods – shipping space – packing and marketing – quality control and pre – shipment inspection – excise clearance – customs formalities – negotiation and documents – standardization and aligned pre-shipment documents – documents related to goods – documents related to shipments.

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

References

1. Francis Cherunilam: International marketing, 11th Edition, Himalaya Publication House, 2010
2. Warren J Keegan: Global Marketing Management, 5th Edition, Prentice Hall of India Private Limited.
3. Philip R. Cateora, John L. Graham: International Marketing 11/e, Tata McGraw-Hill Co. Ltd., 2002.
4. R.Srinivasan: International Marketing, Prentice-Hall of India Pvt. Ltd., 2010
5. U.C Mathur: International Marketing Management, Sage Publications, New Delhi 2008
6. Kotabe, Peloso: International Marketing, Wiley India, New Delhi, 2020



MARKETING ELECTIVE 8

Sub Code: 18E2298534 **Name of the Course:** SUPPLY CHAIN MANAGEMENT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course objectives:

1. To familiar with the term supply chain management its types, objectives, activities and technical challenges.
2. To know planning, forecasting, purchasing, manufacturing, moving, storing and tracking a product from conception to customer possession.
3. To understand CRM strategies in sales, marketing, and customer support and familiarise with different CRM technology solutions
4. To learn developing supply chain strategies, performance measure and assess internal integration of key processes
5. To acquaint with international supply chain management, methods of entry into foreign markets

Course Outcomes:

1. To understand the concepts of supply chain management and challenges.
2. To know purchasing issues, operation and distribution issues, facility location decision in supply chain management.
3. To analyse the different processes and design the strategic framework for CRM integration in the existing function of the organisation.
4. To develop supply chain strategies, performance measure and assess internal integration of key processes
5. To acquaint with international supply chain management, terms of payment and Incoterms.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2	2			2					2		1	1
CO2	1	2		2								2	1	1
CO3	1	2	2	2									2	2
CO4	1	2		2						2			2	2
CO5	1				2					2		2	2	2
Total	5	8	4	6	2	2				4	2	4	8	8
Average	1	2	2	2	2	2				2	2	2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Introduction to Supply Chain Management: Definition – Types of Supply Chain Management- Objectives of Supply Chain Management- Analysis of Supply Chain Management and their Constituents- Supply Chain Activities- Supply Chain Organization- Managing Technical Challenges of Supply Chain.

UNIT 2:

Supply Chain Management: An Overview: Purchasing Issues in Supply Chain Management- Operations and Distribution issues in Supply Chain Management- Facility Location Decisions- Domestic and International Transportation Management- Process Management.

UNIT 3:

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

UNIT 4:

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

UNIT 5:

International Supply Chain Management: Introduction of International SCM- International Logistics Infrastructure – Methods of entry into Foreign Markets- International Contracts- Terms and Trades or Incoterms- Terms of Payments- Currency of Payments and Managing Transaction Risk- International Commercial Documents.

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

References

1. Joel D. Wisner, G. Keong Leong, Keah-Choon Tan: Principles of Supply Chain Management, Cengage learning, New Delhi, 2009.
2. Sarika Kulkarni, Ashok Sharma: Supply Chain Management, Tata Mc Grawhill Education Private Limited, 2010.
3. David, Stewart: International Supply Chain Management, *Cengage* learning, New Delhi, 2007.
4. B. Raja Sekhar, GVRK Acharyulu: Logistics and Supply Chain Management, Excel Books, New Delhi, 2009
5. G. Raghuram, N. Rangaraj: Logistics and Supply Chain Management, Mac Millan Business Books, New Delhi 2000.



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



SYSTEMS ELECTIVE 5

Sub Code: 18E2298541 **Name of the Course:** BUSINESS INTELLIGENCE

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course objectives:

1. To understand the concept of business intelligence, Architecture of BI- Styles of BI-vent-Driven alerts-A cyclic process of Intelligence Creation. The value of Business intelligence.
2. To know the concept of data warehousing, Business Performance Management.
3. Aware of data mining techniques like classification, prediction, clustering and association rule mining
4. To understand the Value Proposition of Business Rules, Sources of business rules and management approach.
5. To examine Business Intelligence Implementation, Issues of legality- Privacy and ethics- Social networking and BI.

Course Outcomes

1. Demonstrate the concept of business intelligence, Architecture of BI- Styles of BI-vent-Driven alerts-A cyclic process of Intelligence Creation. The value of Business intelligence.
2. Design data warehouse with dimensional modelling and apply OLAP operations.
3. Apply data mining techniques like classification, prediction, clustering and association rule mining.
4. Explore the Value Proposition of Business Rules, Sources of business rules and management approach.
5. Familiar with Business Intelligence Implementation, Issues of legality- Privacy and ethics- Social networking and BI.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1												1	1
CO2	1			2		2		2				2	1	1
CO3	1	2		2	3	2		2					2	2
CO4	1												2	2
CO5	1			2		2	2						2	2
Tot	5	2		6	3	6	2	4				2	8	8
Avg.	1	2		2	3	2	2	2				2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT-1

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

UNIT-2

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

UNIT-3

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

UNIT-4

Business Rules: The Value Proposition of Business Rules - Business rules approach-Business rule system - Sources of business rules and management approach.

UNIT -5

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

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

References:

1. Amit Johri "Business Intelligence" Himalaya, 2012
2. Rajiv Sabherwal "Business Intelligence" Wiley Publications, 2012
3. Carlo Verellis "Business Intelligence" Wiley Publications, 2012
4. Nina Godbole & Sunit Belapure "Cyber Security" Wiley india 2012.
5. Jawadkar, MIS Text and Cases, TMH, 2012
6. Efraim Turban et al. "Business Intelligence" 2e, Pearson Education, 2012



SYSTEMS ELECTIVE 6

Sub Code: 18E2298542 **Name of the Course:** ENTERPRISE RESOURCE PLANNING

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course objectives:

1. To understand the basic structure of ERP, SDLC and ERP life cycle
2. To identify reasons for ERP failure . pre – implementation Tasks,
3. To know the implementation strategy used for ERP.
4. To become familiar with Optimal Means of Developing an ERP, Project Evaluation Techniques.
5. To be aware of tools and methodology used for designing ERP for an Enterprise

Course Outcomes:

1. Familiar with the basic structure of ERP, SDLC and ERP life cycle.
2. Demonstrate the reasons for ERP failure, pre – implementation Tasks.
3. Aware of implementation strategy used for ERP.
4. Explore Optimal Means of Developing an ERP, Project Evaluation Techniques.
5. Apply tools and methodology used for designing ERP for an Enterprise.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1												1	1
CO2	1			2		2							1	1
CO3	1	2		2		2				2			2	2
CO4	1												2	2
CO5	1			2	3	2	2			2			2	2
Total	5	2		6	3	6	2			4		2	8	8
Average	1	2		2	3	2	2			2		2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Introduction to ERP: Overview of ERP – Introduction and Evaluation –advanced ERP-SCM and CRM systems and related technologies - ERP life cycle ERP implementation Life cycle-SDLC and ERP life cycle.

UNIT 2

ERP Implementation: reasons for ERP failure . pre – implementation Tasks – Implementation methodologies – Process definition – Dealing with employee resistance Training and Education – Project management and monitoring Success and failure factors of an ERP implementation.

UNIT 3

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

UNIT 4

ERP System Options and Selection Methods: Optimal Means of Developing an ERP, Measurement of Project Impact, IT Selection and Project Approval, ERP proposal Evaluation, Project Evaluation Techniques, Testing.

UNIT 5

ERP present and future: Turbo charge the ERP system- EAI - ERP. Internet and WWW- Future Directions and trends in ERP - Future Directions in ERP: New Markets, New Technologies, Faster Implementation Methodologies, New Business Segments, Trends in Security.

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

References

1. Singla: “Enterprise Resource Planning”, Cengage Learning, New Delhi, 2013
2. Alexleon: “Enterprise Resource Planning”, TMH, New Delhi, 2011
3. Mahadeo Jaiswal, Ganesh Vanapalli: “Enterprise Resource Planning”, MacMillon, New Delhi, 2013
4. N.Venkateswaran: “Enterprise Resource Planning”, SCITECH Publiscation, NewDelhi, 2009
5. S.Kesharwani, SBodduluri, M Ashok Kumar: “Enterprise Resource Planning”, Paramount Publishing House, New Delhi, 2012



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



SYSTEMS ELECTIVE 7

Sub Code: 18E2298543 **Name of the Course:** CYBER LAWS & SECURITY

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course objectives:

1. To understand Threats to security, Government requirements, Information Protection and Access Controls.
2. Aware of Secure System Planning and administration.
3. To know the concepts of Information security policies and procedures.
4. To explain the fundamentals of Employee responsibilities-,Tools of information security, Information processing-secure program administration.
5. Acquaint with Organizational and Human Security, Role of information security professionals

Course Outcomes:

1. Outline the Threats to security, Government requirements, Information Protection and Access Controls.
2. Explore the Secure System Planning and administration.
3. Demonstrate the concepts of Information security policies and procedures.
4. Evaluate the fundamentals of Employee responsibilities- Tools of information security, Information processing-secure program administration.
5. Demonstrate Organizational and Human Security, Role of information security professionals.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1												1	1
CO2	1	2		2		2							1	1
CO3	1	2		2		2							2	2
CO4	1	2			3								2	2
CO5	1			2		2	2						2	2
Total	5	6		6	3	6	2						8	8
Average	1	2		2	3	2	2						1.6	1.6

Syllabus:

UNIT 1

Introduction to Computer Security: Definition, Threats to security, Government requirements, Information Protection and Access Controls, Computer security efforts, Standards, Computer Security mandates and legislation, Privacy considerations, International security activity.

UNIT 2

Secure System Planning and administration: Introduction to the orange book, Security policy



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



requirements, accountability, assurance and documentation requirements, Network Security, The Red book and Government network evaluations.

UNIT 3

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

UNIT 4

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

UNIT 5

Organizational and Human Security: Adoption of Information Security Management Standards, Human Factors in Security- Role of information security professionals.

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

References:

1. Debby Russell and Sr. G.T Gangemi, "Computer Security Basics (Paperback)", 2ndEdition, O' Reilly Media, 2006.
2. Thomas R. Peltier, "Information Security policies and procedures: A Practitioner's Reference", 2nd Edition Prentice Hall, 2004.
3. Kenneth J. Knapp, "Cyber Security and Global Information Assurance: Threat Analysis and Response Solutions", IGI Global, 2009.
4. Thomas R Peltier, Justin Peltier and John blackley, "Information Security Fundamentals", 2nd Edition, Prentice Hall, 1996
5. Jonathan Rosenoer, "Cyber law: the Law of the Internet", Springer-verlag, 1997



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



SYSTEMS ELECTIVE 8

Sub Code: **18E2298544**

Name of the Course: INFORMATION SYSTEMS AUDIT

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course objectives:

1. To understand the Overview of Information System Auditing
2. To know the evaluation of planning function, Management Controls, Approaches to Auditing Systems Development , Normative Models of the Systems Development Process,
3. To be aware of Security Management Controls, Operations Management Controls Quality assurance Management Controls.
4. To examine Audit Software, Code Review, Test Data, and Code Comparison, Concurrent Auditing techniques.
5. Acquainted with Evaluating Asset Safeguarding and Data Integrity and Managing the Information Systems Audit Function

Course Outcomes:

1. Outline the Overview of Information System Auditing
2. Demonstrate Management Controls, Approaches to Auditing Systems Development , Normative Models of the Systems Development Process
3. Apply Security Management Controls, Operations Management Controls Quality assurance Management Controls.
4. Explore Audit Software, Code Review, Test Data, and Code Comparison, Concurrent Auditing techniques.
5. Evaluate Asset Safeguarding and Data Integrity and Managing the Information Systems Audit Function

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1												1	1
CO2	1			2		2						2	1	1
CO3	1	3		2	3	2							2	2
CO4	1												2	2
CO5	1			2		2	2						2	2
Total	5	3		6	3	6	2					2	8	8
Average	1	3		2	3	2	2					2	1.6	1.6



NRI INSTITUTE OF TECHNOLOGY

AUTONOMOUS

(Approved by AICTE, New Delhi : Permanently Affiliated to JNTUK, Kakinada)
Accredited By NAAC with "A" GRADE : An ISO 9001 : 2015 Certified Institution
Pothavarappadu (V), (Via) Nunna, Agiripalli (M), Vijayawada Rural, Krishna (Dt.), Pin : 521 212 - A.P.



Syllabus:

UNIT 1

Overview of Information System Auditing: Effect of Computers on Internal Controls, Effects of Computers on Auditing, Foundations of information Systems Auditing, Conducting an Information Systems Audit.

UNIT 2

The Management Control Framework-I: Introduction, Evaluation the Planning Function, Leading Function and Controlling Function, Systems Development - Management Controls, Approaches to Auditing Systems Development , Normative Models of the Systems Development Process, Evaluating the Major phases in the Systems Development Process, Programming Management Controls, Data Resource Management Controls.

UNIT 3

The Management Control Framework-II: Security Management Controls, Operations Management Controls Quality assurance Management Controls- Case Studies.

UNIT 4

Evidence Collection: Audit Software, Code Review, Test Data, and Code Comparison, Concurrent Auditing techniques, Interviews, Questionnaires, and Control Flowcharts. Performance Management tools- Case Studies.

UNIT 5

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

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

References

1. Ron Weber: "Information Systems Control and Audit", Pearson Education,2013.
2. D P Dube: Information System Audit and Assurance, TMH, New Delhi,2008.