

Vision of our Institution

- To ignite the minds of the students through academic excellence so as to bring about social transformation and prosperity.

Mission of the Institution

- To expand the frontiers of knowledge through Quality Education.
- To provide valued added Research and Development.
- To embody a spirit of excellence in Teaching, Creativity, Scholarship and Outreach.
- To provide a platform for synergy of Academy, Industry and Community.
- To inculcate high standards of Ethical and Professional Behavior.

Vision of MBA Department

The Vision of the department is to become a Centre of Excellence in nurturing young managers to contribute for the betterment of Indian corporate sector.

Mission of MBA Department

- To strive for effective teaching & learning to meet the demands of the corporate.
- To develop entrepreneurial talent among the management graduates
- To expose the students to the various management practices in vogue through institute and industry interface.
- To promote ethical and moral values among the students.

Program Educational Objectives (PEOs)

1. To produce M.B.A. Graduates with sound knowledge in the area of Management.
2. To develop analytical and decision making skills through case studies.
3. To make the students employable in reputed organizations in the area of HRM, Marketing and Finance
4. To promote entrepreneurial qualities among the students.
5. To develop professional and ethical attitude among the students.

Program Outcomes (POs) of MBA Department

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster analytical and critical thinking abilities for data-based decision making.
3. Ability to develop value based leadership ability.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals,
6. Contributing effectively to a team environment.
7. Ability to adapt the business to the continuously changing environment.
8. Ability to sustain in a globally competitive environment.

S. No	Subject title	T	L	P	C	I	E	T
1	Logistics and Supply Chain Management	4	-	-	3	40	60	100
2	Entrepreneurship Development	4	-	-	3	40	60	100
3	Elective – V	4	-	-	3	40	60	100
4	Elective – VI	4	-	-	3	40	60	100
5	Elective – VII	4	-	-	3	40	60	100
6	Elective – VIII	4	-	-	3	40	60	100
7	Internship/Project and Viva Voce	-	-	-	8	-	-	Grade
	Total	24	0		26	240	360	600

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
(AUTONOMOUS)

Subject Name: Logistics and Supply Chain Management

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course objective: To develop criteria and standards to achieve improved business performance by intergrating and optimising the total logistics and supply-chain process.

UNIT	TOPICS
UNIT I	Logistics and Competitive strategy: Competitive advantage – Gaining Competitive advantage through logistics-Integrated supply chains– Competitive performance - Models in Logistics Management - Logistics to Supply Chain Management – Focus areas in Supply Chain Management.- Customer service and retention- Basic service capability Value added services
UNIT II	Measuring logistics costs and performance: The concept of Total Cost analysis – Principles of logistics costing – Logistics and the bottom-line – Impact of Logistics on shareholder value - customer profitability analysis –direct product profitability – cost drivers and activity-based costing.
UNIT III	Logistics and Supply chain relationships: Benchmarking the logistics process and SCM operations –Mapping the supply chain processes – Supplier and distributor benchmarking – setting benchmarking priorities –identifying logistics performance indicators –Channel structure– Economics of distribution –channel relationships –logistics service alliances
UNIT IV	Sourcing, Transporting and Pricing Products: sourcing decisions and transportation in supply chain – infrastructure suppliers of transport services – transportation economics and pricing – documentation - pricing and revenue management Lack of coordination and Bullwhip Effect - Impact of lack of coordination. - CRM –Internal supply chain management
UNIT V	Managing global 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.

Reference Books:

1. Donald J. Bowersox and David J. Closs: "Logistical Management" The Integrated Supply Chain Process, TMH, 2011.
2. Edward J. Brady, John J. Coyle: "A Logistics Approach to Supply Chain Management, Cengage Learning, New Delhi, 2012.

Course Outcomes:

1. Analyze the logistics operations of a firm
2. Apply pricing, operations planning and models in logistic concepts
3. Apply logistics and purchasing concepts and principles to improve supply chain operations globally.
4. Applying different concepts for supply chain process.

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM

(AUTONOMOUS)

Subject Name: Entrepreneurship Development

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course objective: The objective of the course is to make students understand the fundamentals of entrepreneurship and make students to take their career in entrepreneurship.

UNIT	TOPICS
UNIT I	Entrepreneurship: Importance and growth - Characteristics and Qualities of Entrepreneur- Role of Entrepreneurship, Ethics and Social Responsibilities, entrepreneurial motivation. Women Entrepreneurship: Role & Importance, Problems of Women Entrepreneurs – Intrapreneurship.
UNIT II	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 III	Planning and Evaluation of Projects: Growth of Firm – Factors inducing growth- Various growth strategies-Project identification and selection - Project Feasibility Study - Post Planning of Project-Project Planning and Control.
UNIT IV	Small and Micro Enterprises: Importance, definitions – policies and their support to MSMEs - – sickness in small business and remedies – small entrepreneurs in International business.
UNIT V	Institutional Support to Entrepreneur and MSMEs: Role of Government - Role of IDBI, SIDBI, NSIC, NIESBUD, SFC, 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.

Reference Books:

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

Course Outcomes:

1. Understand the concept and importance of entrepreneurship in the economy.
2. Know the various means of generating business ideas
3. Students will acquire knowledge on how a project is evaluated.
4. Provides insight into the role of Government in promoting entrepreneurship

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
(AUTONOMOUS)

Subject Name: Financial Markets & Services

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course objective: The Course aims at providing the students, basic knowledge about the financial system in india, financial markets and various services provided in those markets. it also gives adequate information about the roles of intermediaries and its regulating bodies.

UNIT	TOPICS
UNIT I	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 II	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 III	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 IV	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 V	Mutual Funds: Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India. Debt Securitization – Concept and Application – De-mat Services-need and Operations-role of NSDL and CSDL
	Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

Reference Books::

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

Course outcomes:

1. Students come to know the structure of financial system in India
2. Students gain knowledge on role and responsibilities of merchant banker in financial system.
3. Students will understand the debt rating system adopted by the credit rating agencies in India
4. Students will have knowledge on Mutual Funds and its structure.

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
(AUTONOMOUS)

Subject Name: Global Financial Management

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course Objective: To understand the various aspects of financial management in international scenario.

UNIT	TOPICS
UNIT I	Introduction to Global Financial Management: Globalization and MNCs- New Challenges and Opportunities- Importance of Global Factors- Regulatory and Legal Frame Work- Global Organizational Restructuring- Sources of funds for MNCs - International Monetary System- International Monetary Reforms.
UNIT II	Management of Exchange and Interest Rates Exposure: Determination of Exchange Rates- Balance of Payments (Equilibrium vs Disequilibrium)- International Trade Flow- Measurement of Politico Economics Risk-Management of International Exchange Exposure.
UNIT III	Management of Global Business Operations and Practices: Operational Strategies of MNCs- Management of Global Business Practices - Operations in International Financial Markets- Inter-Corporate Funds Flow- Market for Currency Futures and Currency Options.
UNIT IV	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
UNIT V	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
	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

Course Outcomes:

1. Able to understand the concepts of Globalization, MNCs and International monetary system
2. To familiarize the impact of exchange exposure on international transactions
3. To understand the various business operations and practices followed by MNCs
4. To know the concept and factors leading MNCs to indebtedness

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Subject Name: Financial Risk Management

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course objective: To understand the empirical and theoretical implications of the financial environment and valuation techniques on financial risk management.

UNIT	TOPICS
UNIT I	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 II	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.
UNIT III	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 IV	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 V	Important Concepts of Risk Management: Time Value of Money- Advance Bond Concepts- Calculation of VaR- Balck-Scholes Model- Moody's KMV Portfolio Manager - 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.

Reference Books:

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.

Course Outcomes:

1. Able to know the risk management concept.
2. Familiar the various techniques and tools of risk management.
3. Understand the various risk measurement techniques

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
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Subject Name: Tax Management

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course objective: The objective of the course is to introduce practical aspects of tax planning as an important managerial decision-making process.

UNIT	TOPICS
UNIT I	Direct Taxes: Income Tax Act 1961 – Basic concepts – Income – Agricultural Income – Residential Status – Income exemption from tax – Income from House Property – Computation of Salary Income – Income from Business and Profession – Capital Gain from other sources – Set off and carry forward losses - computation of Total Income.
UNIT II	Indirect Taxes : Introduction to GST- Supply, Charge, Exemption from GST – Composite Tax Scheme - Input Goods and Services for CENVAT – Capital Goods for CENVAT – Exempted Final Products / Output Services – Customs Duty – Introduction – Basic Concepts – Scope and Converge of Customs Duty – Nature of Customs Duty – Classification for Customs – Types of Custom Duties – Exemptions from Customs Duty – Valuation for Customs Duty
UNIT III	Introduction to Tax Planning: Nature of Tax – Essential components in levy of tax – Legal Principles of taxation laws – Five basic Rules of interpretation of statues – Law Lexicon and Legal Maxims – Concepts of Tax Avoidance, Tax Evasion – Tax Planning and Tax Management
UNIT IV	Tax Management Decision: 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 V	Multi National Taxation: Bilateral Tax Treaties-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
	Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

Reference Books:

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.

Course Outcomes:

1. To gain the knowledge on Direct and Indirect Taxes.
2. Able to Understand the difference between Tax Evasion and Tax Planning
3. To understand the various reliefs, rebates and deductions in minimizing tax liability

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
(AUTONOMOUS)

Subject Name: Services Marketing

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course objective: To impart detailed knowledge regarding services marketing and characteristics of service, difference between goods and services ,segmentation and services marketing in health care industry, Education and tourism and insurance sector.

UNIT	TOPICS
UNIT I	Introduction to Services Marketing: Scope and Definition- Need for Services Marketing – Role of Services in economy-Reasons for the growth of service sector in India-Differences between Goods and Services- Characteristics of Service - Service Facility Design and Layout-Service Triangle.
UNIT II	Key Dimensions of Services Marketing: Introduction- Service Blue Printing- Service Encounter-Demand- Supply Management- Service Quality- Service Quality Gap- Service Quality Audit- Bench Marking-TQM –Services marketing Mix.
UNIT III	Management of Services Marketing: The Service Product - Introduction- Developing a Basic Service Package -Components of Promotion Mix- Market Segmentation- Bases for Market Segmentation –Market Segmentation Process - Service Target Segments- Positioning the Services-Customer Relationship Management- Goals – Benefits – The Relationship Enhancement ladder.
UNIT IV	Service Marketing Practices I: Marketing of Banking and Insurance Services- Marketing of Hospitality, Travel and Tourism Products- Marketing for Travel and Tourism- Segmentation- Tourism Marketing Strategies- Yield Management- Marketing of Educational, Software and other Professional Services.
UNIT V	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.
	Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

Reference Books:

1. Services marketing : K.Rama Mohan Rao ,Second Edition, Pearson Publications.
2. Services marketing – The Indian Perspective : Ravi Shankar,Excel books.
3. Services marketing: Vasanti Venu Gopal, Raghu.V.N, Himalaya Publishing House
4. Dr. S. Shajahan: Services Marketing, Himalaya Publishing House, New Delhi 2009.
5. Rajendra Nargundkar: “Services Marketing”, Tata McGraw Hill, New Delhi, 2011.
6. S.M. Jha: Service Management and Marketing, Himalaya Publishing House, New Delhi,2011
7. C. Bhattacharjee: Services Marketing, Excel Books, New Delhi, 2010

Course Outcomes:

1. Know in detail about the service sector and apply the 7P’s of service marketing
2. Understand the customer relationship management and TQM.
3. To know about service markets segmentation and positioning strategies.

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
(AUTONOMOUS)

Subject Name: Promotion & Distribution Management

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course objective: To familiarize students with the concepts, techniques and the practical aspects of the distribution channel management.

UNIT	TOPICS
UNIT I	Introduction to Promotional Management: Sales Display and Sales Promotion- Sales Promotion Objectives-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 II	Introduction to Distribution Management: Physical Distribution Management- Customer Service Standards- Strategic Issues in Physical Distribution- Challenges and Opportunities- From Physical Distribution to Marketing Logistics- Major Logistics Functions
UNIT III	Marketing Channels: Nature and Importance of Marketing Channels- Types of Marketing Channels- Direct Marketing Channels vs Indirect Marketing Channels- Problems in Distribution- Selection of Distribution Channels- Channel Decisions
UNIT IV	Channel Institutions and Designing Channel System: Wholesaling- Agent Wholesaling Middle Man- Patterns in Wholesaling- Channel Design Decisions- Channel Design Comparison Factors- Ideal Channel Structure-Types of Channels.
UNIT V	Ethical and Social Issues in Distribution Management: Business Ethics and Sales Management- Ethical Issues facing Sales Managers- Managing Sales Ethics- Modeling Ethical Behavior- 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.

Reference Books:

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 Managment**”, Sage Publications, New Delhi,2008.
4. Dr. S. L. Gupta: “**Sales and Distribution Management**”, Excel Books, 2010

Course Outcomes:

1. To understand fundamental marketing concepts
2. To understand the role of marketing as a fundamental organizational policy process
3. To apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global contact.
4. To analyze the interaction of marketing and environmental forces.

**VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
(AUTONOMOUS)**

Subject Name: Global Marketing Management

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course Objective: To understand various marketing practices in the wake of globalization and various export procedures.

UNIT	TOPICS
UNIT I	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 II	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 III	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 IV	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 V	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.

Reference Books:

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

Course Outcomes:

1. Knowledge about the impact of globalization in the area of marketing.
2. .Knowledge about marketing mix decisions at global level.
3. .Knowledge in Export procedures and documentation.

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
(AUTONOMOUS)

Subject Name: Product & Brand Management

Regulation :R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course objective: students able to understand basic concepts of product management and importance of brand.

UNIT	TOPICS
UNIT I	Basic concept of Product: Product planning – Defining Market strategies for leaders, challengers, Followers. Product life Cycle and market evaluation – product differentiation and deletions. Product Portfolio Analysis.
UNIT II	New Product Development: Categories of New Product – New product Development - New Product Launch – product modification – pricing decision – customer and competitor analysis – product forecasting and financial analysis
UNIT III	Concept of Branding: Traits of Successful Brands – Brand Positioning – Anatomy of Brand – Leveraging Brands, Brand equity, Brand extension and Brand Building. Model for Global Brand Building.
UNIT IV	Marketing Organisation: Market Testing – Launch Management – Marketing Metrics – Public policy Issues – Product liability- Environmental needs – Sale methods- Brand Repositioning - Channel Management – Customer Relationship Management.
UNIT V	Packaging: Introduction – Advantages and Importance of Packaging Packaging design – Consumer protection. Product Piracy, Worthy Products - Personal ethics and Residual Issues - Packaging trends in India.
	Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

Reference Books:

1. Kevin Lane Keller, Strategic Brand management, Pearson Education
2. Harsha V. Varma, Brand Management, Excel Books, 2008.
3. Ramanuja Majumdar, Product Management in India, Prentice Hall of India, 2008
4. R.K. Srivatsava, Product Management and New Product Management, Excel Books, 2009.

Course Outcomes:

1. Ability to understand the basic concepts of Product
2. Familiar with the various Branding Strategies adopted by the companies
3. Understand the Packaging decisions

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
(AUTONOMOUS)

Subject Name: Global HRM

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course Objective: To know crossculturalsensitivities and various practicesinmanagingHRatglobal level.

UNIT	TOPICS
UNIT I	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 II	Managing International Assignments: Significance – Selection methods - Positioning Expatriate – Repatriate – factors of consideration - Strategies - International assignments for Women - Problems.
UNIT III	Cross Culture Management: Importance – Concepts and issues – theories- considerations - Problems – Skill building methods – Cross Culture Communication and Negotiation – Cross Culture Teams
UNIT IV	Compensation Management: Importance – Concepts- Trends - Issues – Methods – Factors of Consideration – Models – incentive methods – global compensation implications on Indian systems - Performance Management.
UNIT V	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.

Reference Books:

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.

Course Outcomes:

1. Knowledge about the impact of globalization on HRM
2. Application of HRM concepts at global level.

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
(AUTONOMOUS)

Subject Name: Organizational Development and Change Management

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course objective: Students are capable of managing the behavioural changes of their stakeholders based on their knowledge on human communication and change management.

UNIT	TOPICS
UNIT I	Basics of Change Management: Meaning, nature and Types of Change – change programmes – change as transformation – change as turnaround – value based change.
UNIT II	Mapping change: The role of diagramming in system investigation – A review of basic flow diagramming techniques –systems relationships – systems diagramming-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 III	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-Challenges to OD Practioners.
UNIT IV	Negotiated Change: Change in the labour - management relations in the post-liberalized India collective bargaining strategy - Changes in the legal frame work of collective bargaining - Negotiated flexibility, productivity bargaining, improved work relations, public sector bargaining and social security.
UNIT V	Team Building: Nature and Importance of Teams – Team Vs Groups – Types of teams – Team building life cycle – Team building skills – 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.

Reference Books:

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

Course Outcomes:

1. Reflect on the need for change in the current economic climate
2. Gain a general understanding of organizational change and development concepts
3. Develop an understanding of possible change instruments and their field of use
4. Reflect on different leadership styles and their importance in a change process
5. Apply change concepts to a real case example and transfer this knowledge to their own working environment

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
(AUTONOMOUS)

Subject Name: Labour Welfare & Legislation

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course objective : To know the development and the judicial setup of labour laws.

UNIT	TOPICS
UNIT I	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 II	Industrial Relations Legislation: Industrial Disputes Act 1947; Industrial Employment (standing orders) Act 1946 and Trade Unions Act 1926.
UNIT III	Wage and Social Security Legislation: Payment of wages Act 1936 - Minimum wages Act 1948 - Payment of Bonus Act 1966 - Workmen's Compensation Act 1923 - Employees State Insurance Act 1948 - Maternity Benefit Act 1961 and Employees Provident Fund and Miscellaneous Provisions Act 1952
UNIT IV	Labour Welfare: Concept, scope and philosophy, principles of labour welfare, 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 V	Labour welfare programmes: Statutory and non-statutory, extra mural and intra mural, Central Board of Workers' Education; Workers' Cooperatives, Welfare Officers' Role, Status and Functions.
	Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

Reference Books:

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.

Course Outcomes:

1. To learn the salient features of welfare and wage legislation.
2. To know the development and the judicial set up of labour laws
3. To understand the laws related to working conditions in different settings
4. To learn the laws relating to industrial relations, social security and working conditions

VISHNU INSTITUTE OF TECHNOLOGY:: BHIMAVARAM
(AUTONOMOUS)

Subject Name: Management of Industrial Relations

Regulation : R19

Year/ Sem : II/II

T	L	P	C	Internal	External	Total
4	-	-	3	40	60	100

Course objective: students able to acquire a solid theoretical practical and ethical perspective on many aspects of industrial relations.

UNIT	TOPICS
UNIT I	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
UNIT II	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
UNIT III	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-Issues and Constraints in Wage Determination in India
UNIT IV	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
UNIT V	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 - Causes 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 Books:

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

Course Outcomes: On successful completion of the course students will be able to:

1. Demonstrate descriptive knowledge of the field of industrial relations.
2. Apply the essential concepts of industrial relations and their interrelationship at the personal, organizational and national levels.
3. Recognize and consider the social, historical and equity issues within industrial relations.
4. Investigate solutions to industrial relations problems based on research and assessment of current practices.
5. Communicate your knowledge of industrial relations in both written and verbal formats reactive to both audience and purpose.