



SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

14 Regulations Syllabus:

3rd Semester:

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR Course Structure and Detailed Syllabi (2014-15 onwards) Master of Business Administration

MBA Semester – III

S. No	Course code	Subject	Th	Lab/Study	Credits
1.	14E00301	Business Ethics and Corporate Governance	4	-	4
2.	14E00302	Legal Aspects of Business	4	-	4
3.	14E00303	Entrepreneurship Development	4	-	4
4.	14E00304	Elective I Management Control System	4	-	4
	14E00305	Product and Brand Management			
	14E00306	Human Resource planning			
	14E00307	e-Business			
5.	14E00308	Elective II Financial Institutions, Markets and Services	4	-	4
	14E00309	Customer Relationship Management			
	14E00310	Training and Development			
	14E00311	Supply Chain Management			
6.	14E00312	Elective III Investment and Portfolio Management	4	-	4
	14E00313	Sales and Distribution Management			
	14E00314	Performance Management			
	14E00315	Enterprise Resource Planning			
7.	14E00316	Elective IV Risk Management and Insurance	4	-	4
	14E00317	Advertising and sales Promotion Management			
	14E00318	Knowledge Management			
	14E00319	Data warehousing and Mining			
8.	14E00320	Business Simulation Lab	-	3	2
9.	14E00321	Human Values and Professional Ethics	2	-	
		Contact Periods/Week	30	3	
		Total		33	30

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
MBA III Semester

Th C
4 4

(14E00301) BUSINESS ETHICS AND CORPORATE GOVERNANCE

The objective of the course is to make students aware of ethical and moral issues concerning business both in Indian and International context and develop sensitivity of students for right ethical practices in conduct of business, to understand the principles of corporate governance, to know the social responsibility of the corporate.

1. **Business Ethics and Corporate Ethics** – Meaning, Importance, functions, Unethical Practices and ethical dilemma, Ethical theories and Approaches Modern Decision making - Ethical Models for Decision Making, Indian Ethos, Ethics for manager, ethics in business competition.
2. **Ethical Aspects in Organisation I:-** Marketing ethics and consumer ethics- ethical issues in advertising, criticisms in Marketing ethics, Ethics in HRM: Selection, Training and Development – Ethics at work place – Ethics in performance appraisal.
3. **Ethical Aspects in Organisation II:-** Ethics in Finance: Insider trading - ethical investment - combating Frauds. Ethical issues in Information Technology: Information Security and Threats – Intellectual Property Rights – Cyber crime.
4. **Corporate Governance:** Purpose – Theories and Philosophies of Corporate Governance
5. **Corporate Governance Structures:** Directors, committees, Institutional investors – Auditors. Corporate Social Responsibility: Stakeholders – Environment – social Development.

References:

- Business Ethics – An Indian perspective, Fernando, Pearson Education.
- "Perspectives in Business Ethics", Laura P Hartman, Tata McGraw Hill.
- Ethics in management and Indian Ethos, Biswanath Ghosh, Vikas
- Bob Tricker, Corporate Governance, Oxford.
- Corporate Governance and Social responsibility, Balachandran, Chandrasekharan, PHI
- Business Ethics -Concepts and Cases, Weiss, Cengage.
- Business Ethics, Himalaya, C.S.V. Murthy.
- Ethical Management, Satish Modh, Mcmillan.
- The Theory and practice of Managerial Ethics, Jayashree sadri, Dastoor, Jaico.



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14 Regulations Syllabus:

4th Semester:

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
Course Structure and Detailed Syllabi (2014-15 onwards)
Master of Business Administration

MBA Semester – IV

S. No	Course code	Subject	Th	Lab/Study	Credits
1.	14E00401	Strategic Management	4	-	4
2.	14E00402	Green Business Management	4	-	4
3.	14E00403	Elective V Financial Derivatives	4	-	4
	14E00404	Services Marketing			
	14E00405	Organization Development			
	14E05406	Data Communication and Network Analysis			
4.	14E00407	Elective VI International Financial Management	4	-	4
	14E00408	International Marketing			
	14E00409	Global Human Resource Management			
	14E00410	Corporate Information Management			
5.	14E00411	Seminar (Contemporary Issues on Business)	-	- 3	2
6.	14E05412	Project Work	-	- 12	10
		Contact Periods/Week	16	- 15	
		total		31	28

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
MBA IV Semester

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(14E00402) GREEN BUSINESS MANAGEMENT

1. Introduction of Green Management: The concept of green management; evolution; nature, scope, importance and types; developing a theory; green management in India; relevance in twenty first century

2. Organizational Environment: Internal and External environment; Indian corporate structure and environment; how to go green; spreading the concept in organization; Environmental and sustainability issues for the production of high-tech components and materials, life cycle analysis of materials, sustainable production and its role in corporate social responsibility (CSR) and Corporate environmental responsibility (CER).

3. Approaches from Ecological Economics: Indicators of sustainability; Ecosystem services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories

4. Environmental Reporting and ISO 14001: Climate change business and ISO 14064; Green financing; Financial initiative by UNEP; Green energy management; Green product management

5. Green Techniques and Methods: Green tax incentives and rebates (to green projects and companies); Green project management in action; Business redesign; Eco-commerce models

References:

- Green Management and Green Technologies: Exploring the Causal Relationship by Jazmin Seijas Nogarida, ZEW Publications.
- Green Marketing and Management: A global Perspective by John F. Whaik, Qbase Technologies.
- The Green Energy Management Book by Leo A. Meyer, LAMA books.
- Green Project Management by Richard Maltzman And David Shiden, CRC Press Books.
- Green and World by Andrew S. Winston, Yale Press Books.



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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
MBA IV Semester

Th C
4 4

(14E00409) GLOBAL HUMAN RESOURCE MANAGEMENT (Elective VI)

The objective of the course is to provide an outline of Global Human Resource management of MNC'S.

1. **International Human Resource Management concept**, expanding role – Global issues and challenges, Differences between Domestic HRM and GHRM.
2. **Human and Cultural Variables in Global Organizations** – Cross Cultural Differences – Cross – Cultural Research Methodologies – Hofetede's Hermes Study, Managerial Implications.
3. **International staffing and Compensation Practices** – Nature, Sources, Policies – Human Resource Planning – Recruitment and Selection for International Assignment- Training Expatriation -Repatriation. -Designing Compensation Programme, Approaches to International Compensation, Differentiating PCN'S and TCN'S.
4. **Appraisal and Training and development in the Global Perspective**- Programmes and Agencies - Evaluation of Global HRM Practices-Need, cross cultural training, learning – Performance management and HR process – Competency appraisal – Cultural Issues.
5. **International Industrial Relations and People Management** – Trade Unions, Collective Negotiations, Disputes/Conflicts, Quality Circles and Participative Management. - USA – European Countries, Asian Countries and Middle East.

References:

- International Human Resource Management, Aswathappa, TMH.
- International Human Resource Management, Tony Edwards & Chris Rees, Pearson.
- Internal Human Resource Management, Rao P.L, Excel.
- International Human Resource Management, Subba Rao P, Himalaya.
- International Dimensions of Organizational Behaviour, Adler N.J, Kent
- International Dimension of Human Resource Management, Dowling P.J, Thomson/Cengage.



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17 Regulations Syllabus:

1st Semester:

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Course Structure and Detailed Syllabi (2017-18 onwards)

Master of Business Administration

MBA Semester – I

S. No	Course code	Subject	L	T	P	C
1.	17E00101	Management & Organizational Behaviour	4	-	-	4
2.	17E00102	Business Environment & Law	4	-	-	4
3.	17E00103	Managerial Economics	4	-	-	4
4.	17E00104	Financial Accounting for Managers	4	-	-	4
5.	17E00105	Statistics for Managers	4	-	-	4
6.	17E00106	Management Information Systems	2	-	-	2
7.	17E00107	Information Technology for Managers	2	-	-	2
8.	17E00108	Communication Lab	-	-	3	2
9.	17E00109	Data Analytics Lab	-	-	3	2
		Total	24	-	6	28



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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
MBA I Semester

L	T	P	C
4	0	0	4

(17E00101) MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Objective of the course is to give a basic perspective of Management theories and Practices. This will form foundation to study other functional areas of management and to provide the students with the conceptual framework and the theories underlying Organisational Behaviour.

1. Role of Management – Concept – Significance – Functions – Principles of Management – Patterns of Management; Scientific – Behavioural – Systems – Contingency.

2. Decision Making & Controlling – Process – Techniques. Planning – Process – Problems – Making It Effective. Controlling – System of Controlling – Controlling Techniques – Making Controlling Effective

3. Individual Behaviour & Motivation – Understanding Individual Behaviour – Perception – Learning – Personality Types – Johari window- Transactional Analysis- Motivation – Concept of Motivation – Motivational Theories of Maslow, Herzberg, David Mc Clelland, and Porter and Lawler

4. Group Behavior & Leadership: Benefits of Groups – Types of Groups – Group Formation and Development. Leadership and Organizational Culture and Climate: Leadership – Traits Theory – Managerial Grid – Transactional Vs Transformational Leadership – Qualities of good leader- Women Leadership in India.

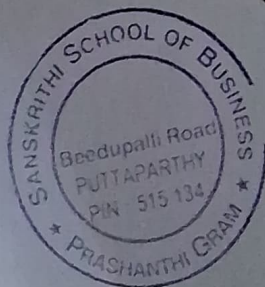
5. Organisational Behaviour – Organizing Process – Departmentation Types – Making Organizing Effective – Organisational culture- Types of culture – Organisational Culture Vs Organisational climate – Conflict management – Change Management

Textbooks:

- Organisational Behaviour, Stephen P. Robbins, Pearson Education
- Management and Organisational Behaviour, Subbarao P, Himalaya Publishing House
- Principles of Management, Koontz, Weihrich and Aryasri, Tata McGraw Hill.

References:

- Organisational Behaviour, S.S Khanka, S.Chand
- Organisational Behaviour, Mishra, M.N, Vikas
- Management and Organisational behaviour, Pierce Gordner, Cengage.
- Behaviour in Organizations, Hiriappa, B. New Age Publications
- Organisational Behaviour, Sarma, Jaico Publications.
- Principles of Management, Murugesan, Laxmi Publications



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MBA I Semester

L	T	P	C
4	0	0	4

(17E00102) BUSINESS ENVIRONMENT AND LAW

The objective of the course is to provide the student with a background of various environment factors that have major repercussions on business and sharpen their mind to watch and update the changes that occur constantly in this sphere.

- 1. Introduction to Business Environment:-** Meaning, Components of Business Environment-Industrial policy of 1991, Liberalization, Privatization and Globalization
- 2. Monetary, Fiscal and Trade Policy:** Monetary & Fiscal Policy – EXIM Policy, Role of EXIM Bank, Balance of Payments: WTO: Role and functions of WTO in promoting world trade – TRIPS, TRIMS and GATS, - Dumping and Anti-dumping measures.
- 3. Law-Definition -Need, classification and sources of Business Law. Law of Contract - 1872 (Part-I):** Nature of Contract and essential elements of a valid Contract, Offer and Acceptance. Law of Contract - 1872 (part-II): Consideration, Capacity to Contract and free consent, Legality of the object.
- 4. Companies Act, 1956 (Part-I):** Kinds of Companies, Formulation of Companies, Incorporation, Company Documents. **Company Act, 1956 (Part-II):** Company Management, Directors, Company meetings, Resolutions, Auditors, Modes of Winding-up of a company.
- 5. Information Technology Act, 2000:** Scope and Application of IT Act, 2000- Digital signature e-governance, penalties and adjudication, cyber regulations appellate, tribunals, duties of subscribers - Right to Information Act, 2005 - GST Act 2017.

Textbooks:

- Essentials of Business Environment, K. Aswathappa, Himalaya publishers.
- Mercantile Law - N.D. Kapoor, Sultan Chand & Sons.
- Mechantile Law- Garg, Sareen, Sharma, Chawla, Kalyani publishers.

References:

- Indian Economy, Dutt and Sundaram, S. Chand, New Delhi.
- Business Environment – Text and Cases, Justin Paul, TMH.
- Indian Economy- Misra and Puri, Himalaya.
- Business Environment, Suresh Bedi, Excel.
- Mercantile Law, S.S. Gulshan, 3/e, Excel Books.
- Legal Aspects of Business, Ravinder Kumar, Cengage.
- A Manual of Business Law, S.N. Maheshwari & Maheshwari, Himalaya.
- Business law for management, K.R. Bulchandani-Himalaya Publishing.
- Business law, R.S.N. Pillai, Bhagavathi, S. Chand



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17 Regulations Syllabus:

2nd Semester:

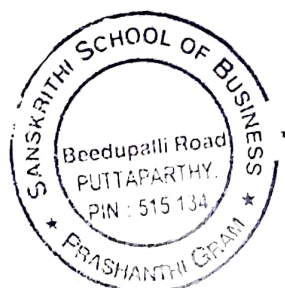
MBA Semester - II

S. No	Course code	Subject	L	T	P	Credits
1.	17E00201	Human Resource Management	4		-	4
2.	17E00202	Marketing Management	4		-	4
3.	17E00203	Business Research Methods	4		-	4
4.	17E00204	Financial Management	4		-	4
5.	17E00205	Operations Research	4		-	4
6.	17E00206	Operations Management	4		-	4
7.	17E00207	Business Communication	2		-	2
8.	17E00208	Business Analytics Lab	-		3	2
9.	17E00209	Business Communication Lab	-		3	2
		Total	26		6	30

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
MBA II Semester

L	T	P	C
4	0	0	4

(17E00201) HUMAN RESOURCE MANAGEMENT

The objective of the course is to provide basic knowledge of functional area of Human Resource Management. This will be the prerequisite for enabling students to take any HRM stream electives offered in third and fourth semesters.

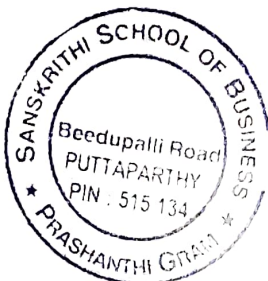
- 1. Introduction:-** Meaning of HR and HRM, Nature & Scope of HRM, Functions of HRM, Role and Objectives of HRM, Personnel Management, Policies and Strategies of HRM.
- 2. Designing and Developing HR systems:-** Human Resource Planning, Job Design, Job Analysis, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation, Recruitment & Selection, Placement, Promotion & Transfer.
- 3. Compensation Management:-** Introduction, objectives of wages and salaries administration, influencing factors for determining compensation- Monetary and non monetary benefits.
- 4. Human Resource Development:-** Concepts, Development Function, Training and Development, Performance Appraisal & Career Planning and Development.
- 5. Recent Trends in HRM:** Outsourcing, Work Life Balance, Quality Circles and Total Quality Management.

Textbooks:

- Personnel and Human Resource Management – Text and cases, P. Subbarao, Himalaya.
- Human Resource Management, Noe A.Raymond, John Hollenbeck, Barry Gerhart and Patrick Wright, Tata McGraw Hill.

References

- Human Resource Management, Aswathappa, 4th Edition, TMH 2006
- Human Resource Management, Ian Beardwell & Len Holden-Macmillan India Ltd.
- Managing Human Resources: Productivity, quality of work life, profits- Wayne F. Cascio TMH.
- Strategies HRM by Rajeev Lochan Dhar, Excel Books.
- Human Resource Management, Text and Cases, VSP Rao, Excel Books 2006.



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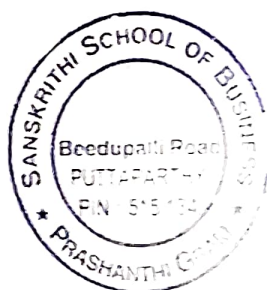
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17 Regulations Syllabus:

3rd Semester:

MBA Semester - III

S. No	Course code	Subject	L	T	P	C
1.	17E00301	Business Ethics & Corporate Governance	4	-	-	4
2.	17E00302	Green Business Management	4	-	-	4
3.	17E00303	Entrepreneurship Development	4	-	-	4
4.	Elective I		4	-	-	4
	17E00304	Cost and Management Accounting				
	17E00305	Product and Brand Management				
	17E00306	Human Resource Development				
	17E00307	Mobile Commerce				
5.	Elective II		4	-	-	4
	17E00308	Financial Institutions and Services				
	17E00309	Consumer Behavior				
	17E00310	Labor laws and Legislation				
	17E00311	Supply Chain Management				
6.	Elective III		4	-	-	4
	17E00312	Investment and Portfolio Management				
	17E00313	Rural Marketing				
	17E00314	Performance Management				
	17E00315	Enterprise Resource Planning				
7.	Elective IV		4	-	-	4
	17E00316	Auditing and Taxation				
	17E00317	Advertising and Sales Promotion Management				
	17E00318	Knowledge Management				
	17E00319	Data warehousing and Mining				
8.	17E00320	Business Simulation Lab	-	-	3	2
9.	17E00321	MOOCS	-	-	-	-
		Total	28	-	3	30



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MBA III Semester

L	T	P	C
4	0	0	4

(17E00301) BUSINESS ETHICS AND CORPORATE GOVERNANCE

Objective: The objective of the course is to make students aware of ethical and moral issues concerning business both in Indian and International context and develop sensitivity of students for right ethical practices in conduct of business, to understand the principles of corporate governance, to know the social responsibility of the corporate.

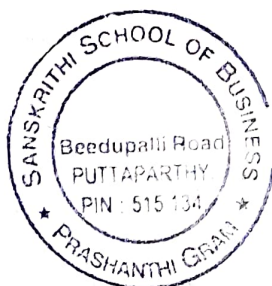
1. **Business Ethics and Corporate Ethics** – Meaning, Importance, Functions, Unethical Practices and Ethical dilemma, Ethical theories and Approaches, Modern Decision making - Ethical Models for Decision Making, Indian Ethos, Ethics for Managers, Ethics in Business Competition.
2. **Ethical Aspects in Organisation – I:** Marketing ethics and Consumer ethics – Ethical issues in Advertising, Criticisms in Marketing ethics, Ethics in HRM: Selection, Training and Development – Ethics at work place – Ethics in Performance Appraisal.
3. **Ethical Aspects in Organisation – II:** Ethics in Finance: Insider trading - Ethical investment - Combating Frauds, Ethical issues in Information Technology: Information Security and Threats – Intellectual Property Rights – Cyber crime.
4. **Corporate Governance:** Purpose – Theories and Philosophies of Corporate Governance
5. **Corporate Governance Structures:** Directors, Committees, Institutional investors – Auditors, Corporate Social Responsibility: Stakeholders – Environment – social Development.

TextBook :

- Business Ethics and Corporate Governance – A.C. Fernando, Pearson Education.

References:

- "Perspectives in Business Ethics", Laura P Hartman, Tata McGraw Hill.
- Ethics in management and Indian Ethos, Biswanath Ghosh, Vikas
- Bob Tricker, Corporate Governance, Oxford.
- Corporate Governance and Social responsibility, Balachandran, Chandrasekharan, PHI
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- Business Ethics, Himalaya, C.S.V.Murthy.
- Ethical Management, Satish Modh, Memillan.



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MBA III Semester

L	T	P	C
4	0	0	4

(17E00302) GREEN BUSINESS MANAGEMENT

Objective : The objective of the course is to impart students in understanding of green business, its advantages, issues and opportunities and to provide knowledge over the strategies for building eco-business.

1. Introduction to Green Management: The Concept of Green Management; Evolution; nature, scope, importance and types; Developing a theory; Green Management in India; Relevance in twenty first century

2. Organizational Environment: Indian Corporate Structure and Environment; How to go green; spreading the concept in organization; Environmental and sustainability issues for the production of high-tech components and materials, Life Cycle Analysis of materials, sustainable production and its role in corporate environmental responsibility (CER).

3. Approaches from Ecological Economics: Indicators of sustainability; Eco- system services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories

4. Environmental Reporting and ISO 14001: Climate change business and ISO 14064; Green financing; Financial initiative by UNEP; Green energy management; Green product management

5. Green Techniques and Methods: Green tax incentives and rebates (to green projects and companies); Green project management in action; Business redesign; Eco-commerce models

Text Books:

- Green Management and Green Technologies: Exploring the Causal Relationship by Jazmun Seijas Nogarida, ZEW Publications.
- The Green Energy Management Book by Leo A. Meyer, LAMA books

References:

- Green Marketing and Management: A global Perspective by John F. Whaik, Qbase Technologies.
- Green Project Management by Richard Maltzman And David Shiden, CRC Press Books.
- Green and World by Andrew S. Winston, Yale Press B

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
MBA III Semester

L	T	P	C
4	0	0	4

(17E00309) CONSUMER BEHAVIOR (Elective II)

Objective : The objective of the above course is to enable students to understand the perspectives of consumers and their buying behavior. The pre-requisite for the course is Marketing Management .

1. **Introduction to consumer behavior:** Understanding consumers and market segments. Consumer behavior and marketing strategy. Psychographic Dimensions- consumer motivation. Perception, personality. Information processing. Attitude formation and attitude change.
2. **Social and Cultural Environment :** Economic, Demographic, Cross Cultural and socio-cultural influences. Social Stratification. Reference Groups and family influences. personal influence.
3. **Communication and consumer behavior:** Process, designing persuasive communication and diffusion of Innovations. Models of Buyer behavior- Howard -- Sheth Model, EKB Model, Webster and Wind Model.
4. **Consumer decision process :** High and Low Involvement. Pre-purchase processes. Purchase ,post purchase process. Consumption and Evaluation. Brand Loyalty and Repeat Purchase Behavior.
5. **Consumerism:** The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism, and marketer responses to consumer issues. Consumer protection Act 1986. Consumer disputes Redressal agencies and Commission.

Text Book:

- Schiff man , L.G and Kanuk L.L : Consumer Behavior, 8 e ,Pearson,2009

References :

- Ramesh Kumar : Consumer Behaviour (pearson Education)
- Leon G. Seistman & Leslie Leaserkarmal : Consumer Behaviour, PIII
- Suja R. Nair : Consumer Behaviour in Indian Perspective, Himalaya
- Subash Mehta : Consumer Behaviour, Tata McGraw Hill
- Rajeev Kumra : Consumer Behaviour, Himalaya Publications



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21 Regulations Syllabus:

1st Semester:



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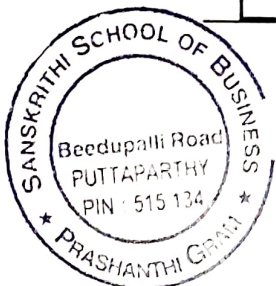
MASTER OF BUSINESS ADMINISTRATION MBA: MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

SEMESTER – I

S. No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	21E00101	Management & Organizational Behaviour	CC	4	0	0	4
2.	21E00102	Business Environment & Law	CC	4	0	0	4
3.	21E00103	Managerial Economics	CC	4	0	0	4
4.	21E00104	Financial Accounting for Managers	CC	4	0	0	4
5.	21E00105	Statistics for Managers	CC	4	0	0	4
6.	21E00106	Management Information Systems	CC	4	0	0	4
7.	21E00107	Business Communication Practice	SC	0	1	2	2
8.	21E00108	Information Technology Lab	SC	0	1	2	2
		TOTAL		24	2	8	28

SEMESTER – II

S.No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	21E00201	Financial Management	CC	4	0	0	4
2.	21E00202	Marketing Management	CC	4	0	0	4
3.	21E00203	Human Resource Management	CC	4	0	0	4
4.	21E00204	Business Research Methods	CC	4	0	0	4
5.	21E00205	Operations Research	CC	4	0	0	4
6.	21E00206	Operations Management	CC	4	0	0	4
7.	21E00207a 21E00207b 21E00207c	General Elective – I Advanced Communication E-Business Industry 4.0 & Innovation	GE	2	0	0	2
8.	21E00208	Data Analytics Lab	SC	0	1	2	2
		TOTAL		26	1	2	28



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21 Regulations Syllabus:

2nd Semester:



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
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ANANTHAPURAMU – 515 002 (A.P) INDIA

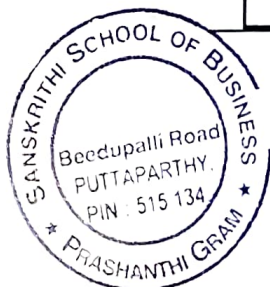
MASTER OF BUSINESS ADMINISTRATION
MBA: MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

SEMESTER – I

S. No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	21E00101	Management & Organizational Behaviour	CC	4	0	0	4
2.	21E00102	Business Environment & Law	CC	4	0	0	4
3.	21E00103	Managerial Economics	CC	4	0	0	4
4.	21E00104	Financial Accounting for Managers	CC	4	0	0	4
5.	21E00105	Statistics for Managers	CC	4	0	0	4
6.	21E00106	Management Information Systems	CC	4	0	0	4
7.	21E00107	Business Communication Practice	SC	0	1	2	2
8.	21E00108	Information Technology Lab	SC	0	1	2	2
		TOTAL		24	2	8	28

SEMESTER – II

S.No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	21E00201	Financial Management	CC	4	0	0	4
2.	21E00202	Marketing Management	CC	4	0	0	4
3.	21E00203	Human Resource Management	CC	4	0	0	4
4.	21E00204	Business Research Methods	CC	4	0	0	4
5.	21E00205	Operations Research	CC	4	0	0	4
6.	21E00206	Operations Management	CC	4	0	0	4
7.	21E00207a 21E00207b 21E00207c	General Elective – I Advanced Communication E-Business Industry 4.0 & Innovation	GE	2	0	0	2
8.	21E00208	Data Analytics Lab	SC	0	1	2	2
		TOTAL		26	1	2	28



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