

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
Syllabi for Ph.D Credit Courses
Management Studies

**Subject Code: 1471 ORGANIZATIONAL PERFORMANCE
ANALYSIS AND STRATEGIES**

Unit 1:

Analysis of Annual Report : Introduction, Profitability Ratios, Asset Turnover Ratios, Liquidity Ratios, Structural Ratios to analyze performance of organizations. Case Studies.

Unit 2:

Market Research: Introduction, Understanding Research Methodology to Study Demand Forecasting, Analysis of Competition, Consumer Behaviour, Customer Satisfaction & Customer Delight . Case Studies.

Unit 3:

Behavioural Interventions: Introduction, Performance Management, Talent Management, Leadership, Conflict Resolution, OD Interventions, Ever Changing Organization. Case Studies.

Unit 4:

Strategies for Organizational Growth Sustainance: Introduction, Need for Strategic Thinking and analysis, Analysis of an organization using BCG and Porters 5 Force Model.

Unit 5:

Mergers, Acquisitions, Joint Ventures, Turnaround Strategies, Diversification Strategies, Horizontal Strategy, Vertical Integration, Blue ocean Strategy, Strategy Evaluation and Control Case Studies.

Unit 6:

Towards Next Practices: Introduction to Best Practices- Balanced Score Card, Bench Marking, Six Sigma, Japanese Principles of Management(Kaizen, Kanban, Poka-Yoke, Muda), Demings PDCA. Case Studies and Discussion on Next Practices.

Text Books:

1. Gregory Dess and Alex Miller, Strategic Management, McGra Hill, 2012.
2. Neeta Baporikar: Case Method : cases in Management Himalaya Publishing House,2009
3. Nag A: Strategic Management :Analysis, implementation, Control, Vikas Publishing House Pvt Ltd