

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA**  
**Syllabi for Ph.D Credit Courses**  
**Commerce**

**Subject Code: 1472                      STRATEGIC ISSUES IN COMMERCE**

**Unit I:** Business Environment: Factors of Indian Business Environment. Strategies of Indian Business. Leadership Issues in Indian Business. International Accounting Standards. E Business: Models of E Business. International Business: Modes of Entry of Multinational Corporations.

**Unit II:** Emerging Issues in Corporate Restructuring – Mergers, Acquisition, Take overs. Risk Management: Exchange Risk – Credit Risk – Business Risk – Inflation Risk. Behavioural Finance: Theories of Behavioural Finance. Innovations in Financial Instruments: Derivatives – Factoring – Venture Capital. International Financial Management: Issues and Challenges.

**Unit III:** Balanced Score Card: Application in HR. Talent Management: Methods. Knowledge Management: Strategies. Human Resource Information System: Operational, Tactical and Strategic Human Resources Information Systems. International Human Resource Management: Technology and Cultural Issues and Challenges.

**Unit IV:** Retailing: FDI's in Retailing. Social and Green Marketing: Implications for Marketing Strategies. Branding: Brand Management Practices in Indian Industry. Rural Marketing: Structure and Strategies. CRM: Practices in Indian Industry. International Marketing Management: Marketing Management in MNC's.

**Unit V:** Financial Sector Reforms: Implications on Banking and Insurance Industry. Changing Banking Practices for Survival and Growth. Trends in Technology Application in Indian Banking. Regulations on Indian Insurance Industry: IRDA. Structural Changes of Indian Banking and Insurance Industry for meeting Future Challenges.

**Suggested Readings:**

1. Aswathappa, Business Environment, Himalaya Publishing House. Mumbai.
2. Sharma and Shashi Gupta, Management Accounting,
3. Prasanna Chandra, Financial Management, Prentice Hall of India, New Delhi.
4. Aswathappa, Human Resource Management, Himalaya Publishing House, Mumbai.
5. Philip Kotler, Marketing Management, PHI, New Delhi.
6. Sharma, Principles of Banking and Insurance.