



**AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY
TAMARAM (V), MAKAVARAPALEM (M)
VISAKHAPATNAM-531113**

DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

DATE: 24-8-2018

**RECOMMENDATIONS/SUGGESTIONS OF THE TEACHER FOR CURRICULUM
DEVELOPMENT FOR THE YEAR 2017-2018**

S.No	Subject Name	Recommendations/Suggestions for Curriculum Development
1	FINANCIAL MANAGEMENT	Funds Flow Analysis – Cash Flow Analysis.-Ratio Analysis
2	HUMAN RESOURCE MANAGEMENT	Training and Development – Need, Process, Methods and Techniques, Evaluation, Management Development
3	MARKETING MANAGEMENT	Competitive Marketing Strategies- Emerging Trends in Marketing
4	PRODUCTION AND OPERATION MANAGEMENT	Engineering and Behavioural Approaches
5	BUSINESS RESEARCH METHODS	Kolmogorov – Smirnov Test
6	ORGANISATIONAL BEHAVIOUR	Individual behaviour, values, attitude, job satisfaction, personality, perception and emotions.


HOD
MBA Department


Principal