

ACADEMIC REGULATIONS
COURSE STRUCTURE & DETAILED SYLLABUS

For

MASTER OF BUSINESS ADMINISTRATION

(Applicable for the batches admitted from 2019-20)



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
KAKINADA – 533003, ANDHRA PRADESH, INDIA

I YEAR I SEMESTER							
S.No	Course Code	Courses	Marks	L	T	P	C
1	C-101	Management and Organizational Behavior	100	4	0	0	4
2	C-102	Managerial Economics	100	4	0	0	4
3	C-103	Accounting for Managers	100	4	0	0	4
4	C-104	Quantitative Analysis for Business Decisions	100	4	0	0	4
5	C-105	Legal and Business Environment	100	4	0	0	4
6	C-106	Business Communication and Soft skills	100	2	0	2	4
7	C-107 Open Elective	Cross Cultural Management Rural Innovation projects MOOCs : SWAYAM/NPTEL- Related to Management Courses other than listed courses in the syllabus	100	4	0	0	4
8	C-108	Information Technology – Lab1(Spreadsheet and Tally)	50	0	0	2	2
Total			750	28	0	2	30

I YEAR II SEMESTER							
S.No	Course Code	Courses	Marks	L	T	P	C
1	C-201	Financial Management	100	4	0	0	4
2	C-202	Human Resource Management	100	4	0	0	4
3	C-203	Marketing Management	100	4	0	0	4
4	C-204	Operations Management	100	4	0	0	4
5	C-205	Business Research Methods	100	4	0	0	4
6	C-206 open elective	Project Management Technology Management Lean Management Database Management System	100	4	0	0	4
7	C-207	IT-lab 2(Programming R)	50	0	0	2	2
Total			650	24	0	2	26

II YEAR III SEMESTER							
S.No	Course Code	Courses	Marks	L	T	P	C
1	C-301	Strategic Management	100	4	0	0	4
2	C -302	Operations Research	100	4	0	0	4
3	E -301	Elective – 1	100	4	0	0	3
4	E-302	Elective – 2	100	4	0	0	3
5	E-303	Elective – 3	100	4	0	0	3
6	E-304	Elective – 4	100	4	0	0	3
7	C-304	Industrial Project based on Summer Internship	150	4	0	0	4
Total			750	28	0	0	24

II YEAR IV SEMESTER							
S.No	Course Code	Courses	Marks	L	T	P	C
1	C -401	Supply Chain Management and Analytics	100	4	0	0	4
2	C-402	Innovation and Entrepreneurship	100	4	0	0	4
3	E-401	Elective – 5	100	4	0	0	3
4	E-402	Elective – 6	100	4	0	0	3
5	E-403	Elective – 7	100	4	0	0	3
6	E-404	Elective – 8	100	4	0	0	3
7	C-403	Comprehensive Viva- voce	50	0	0	0	2
Total Marks / Credits			650	28	0	0	22
			2800				102

*The project work documentation shall be checked with anti plagiarism software (Turnitin). The permissible similarity shall be less than 30%.

*Comprehensive Viva is to verify the student knowledge as a whole from which he was studied during the two year course work.

III SEMESTER
Human Resource Management

S. no	Course Code	SUBJECT TITLE
1	EH-301	Leadership and Change Management
2	EH-302	Performance Evaluation and Compensation Management
3	EH-303	Human Resource Metrics and Analytics
4	EH-304	Human Capital Management
5	EH-305	Manpower Planning, Recruitment, and Selection

IV SEMESTER
Human Resource Management

S. no	Course Code	SUBJECT TITLE
6	EH-401	Labor Welfare and employment laws
7	EH-402	International HRM
8	EH-403	Employee Relations and Engagement
9	EH-404	Human Resources Development
10	EH-405	Strategic HRM

III SEMESTER FINANCE

S. no	Course Code	SUBJECT TITLE
1	EF-301	Investment Analysis and Portfolio Management
2	EF-302	Managing Banks and Financial Institutions
3	EF-303	Financial Markets and Services
4	EF-304	Mergers, Acquisitions and Corporate Restructuring
5	EF-305	Taxation

IV SEMESTER FINANCE

S. no	Course Code	SUBJECT TITLE
6	EF-401	Financial Derivatives
7	EF-402	Global Financial Management
8	EF-403	Financial Risk Management
9	EF-404	Strategic Financial Management
10	EF-405	Behavioral Finance

**III SEMESTER - ELECTIVES
MARKETING**

S. no	Course Code	SUBJECT TITLE
1	EM-301	Consumer Behavior
2	EM-302	Retail Management
3	EM-303	Customer Relationship Management
4	EM-304	Strategic Marketing Management
5	EM-305	Digital and Social Media Marketing

IV SEMESTER MARKETING

S. no	Course Code	SUBJECT TITLE
6	EM-401	Services Marketing
7	EM-402	Promotional and Distribution Management
8	EM-403	Green Marketing
9	EM-404	Advertising and Brand Management
10	EM-405	Global Marketing Management

**III SEMESTER ELECTIVES
SYSTEMS**

S. no	Course Code	SUBJECT TITLE
1	ES-301	Data Mining for Business Decisions
2	ES-302	Managing Software Projects
3	ES-303	Web Designing
4	ES-304	Business Analytics
5	ES-305	Managing Digital Innovation and Transformation

IV SEMESTER SYSTEMS

S. no	Course Code	SUBJECT TITLE
6	ES-401	Big Data Analytics
7	ES-402	Enterprise Resource Planning
8	ES-403	Cyber Laws & Security
9	ES-404	Information Systems Audit
10	ES-405	Artificial Intelligence and Machine Learning

**OPERATIONS MANAGEMENT
III SEMESTER**

S. no	Course Code	SUBJECT TITLE
1	EO-301	Service Operations Management
2	EO-302	Quality Toolkit for Managers
3	EO-303	Pricing and Revenue Management
4	EO-304	Operations Strategy
5	EO-305	Sales and Operations Planning

IV SEMESTER

S. no	Course Code	SUBJECT TITLE
6	EO-401	Behavioral Operations Management
7	EO-402	Theory of Constraints
8	EO-403	Management of Manufacturing Systems
9	EO-404	Sourcing Management
10	EO-405	Supply Chain Analytics

TRAVEL AND TOURISM MANAGEMENT
III SEMESTER

S. no	Course Code	SUBJECT TITLE
1	ET-301	Travel agency and Tour Operations
2	ET-302	Hospitality Management
3	ET-303	Resort Planning and Destination Management
4	ET-304	Tourism Policy and Planning
5	ET-305	Recreation Management

IV SEMESTER

S. no	Course Code	SUBJECT TITLE
6	ET-401	Travel Media and Journalism
7	ET-402	Event Management
8	ET-403	Front Office Management
9	ET-404	Information Technology and Tourism
10	ET-405	Eco Tourism Practices



**HEALTH CARE AND HOSPITAL MANAGEMENT
III SEMESTER**

S. no	Course Code	SUBJECT TITLE
1	EHC-301	Hospital organization and Management
2	EHC-302	Health Care Policies and Delivery Systems
3	EHC-303	Health Economics
4	EHC-304	Hospital Functions and Support Services
5	EHC-305	Revenue Cycle Management

IV SEMESTER

S. no	Course Code	SUBJECT TITLE
6	EHC-401	Patient Care & Services Management
7	EHC-402	Managed Health Care and Insurance
8	EHC-403	Health Laws, Ethics and Regulations
9	EHC-404	Hospital Management Information System
10	EHC-405	Health Analytics

ENTREPRENEURSHIP AND SMALL ENTERPRISE MANAGEMENT
III SEMESTER

S. no	Course Code	SUBJECT TITLE
1	EE-301	Indian Models in Entrepreneurship
2	EE-302	Social Entrepreneurship
3	EE-303	Business Plan Preparation for Small Business
4	EE-304	Entrepreneurial Marketing
5	EE-305	Planning, Structuring, and Financing Small Business

IV SEMESTER

S. no	Course Code	SUBJECT TITLE
6	EE-401	Marketing for Small Business
7	EE-402	Finance and Accounting for Small Business
8	EE-403	Technology Appreciation and Intellectual Property Rights
9	EE-404	Innovation Technology Management
10	EE-405	Venture Valuation and Accounting

AGRO-BUSINESS MANAGEMENT
III SEMESTER

S. no	Course Code	SUBJECT TITLE
	EA-301	Agro-Marketing Management
2	EA-302	Agro-Business and Rural Green Market
3	EA-303	Agro-Business Environment
4	EA-304	Agro-Supply Chain Management
5	EA-305	Entrepreneurship for Agriculture

IV SEMESTER

S. no	Course Code	SUBJECT TITLE
6	EA-401	Food Processing Management
7	EA-402	Disaster Management
8	EA-403	Food Retail Management
9	EA-404	Agro- Technology Management
10	EA-405	Organic Food Technology

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT
III SEMESTER**

S. no	Course Code	SUBJECT TITLE
1	EL-301	Store keeping and Warehousing management
2	EL-302	Transportation and Infrastructure Management for SCM
3	EL-303	Purchasing and Material Management
4	EL-304	Reverse Logistics
5	EL-305	Supply Chain Risk Management

IV SEMESTER

S. no	Course Code	SUBJECT TITLE
6	EL-401	Enterprise Resource Planning
7	EL-402	International Logistics Management
8	EL-403	Lean Supply Chain Management
9	EL-404	Shipping and Maritime law
10	EL-405	Green Supply Chain Management

**BUSINESS ANALYTICS
III SEMESTER**

S. no	Course Code	SUBJECT TITLE
1	EB-301	Essentials of Business Analytics
2	EB-302	Text, Social Media& Web Analytics
3	EB-303	Predictive Analytics
4	EB-304	Big Data Analytics
5	EB-305	Marketing Analytics

IV SEMESTER

S. no	Course Code	SUBJECT TITLE
6	EB-401	Financial Analytics
7	EB-402	HR Analytics
8	EB-403	Econometrics and Business Forecasting
9	EB-404	Data Warehousing and OLAP
10	EB-405	Data Mining& Machine learning