**JAWAHARLAL NEHRU TENHNOLOGICAL UNIVERSITY, KAKINADA: KAKINADA**

**School of Management Studies**

**Course Structure MBA (Regular) 2016-2017**

(Effective for the students admitted into first year from the academic year 2016-2017)

**Semester - I**

|  |  |  |  |
| --- | --- | --- | --- |
| **Subject** | **Title** | **Marks** | **Credits** |
| C-101 | Principles of Management | 100 | 3 |
| C-102 | Managerial Economics | 100 | 3 |
| C-103 | Accounting for Managers | 100 | 3 |
| C-104 | Managerial Communication & Soft skills | 100 | 3 |
| C-105 | Business Environment | 100 | 3 |
| C-106 | Quantitative Analysis for Business Decision | 100 | 3 |
| C-107 | IT – LAB | 100 | 3 |
| **Semester - II** | |  |  |
| **Subject** | **Title** | **Marks** | **Credits** |
| C-201 | Financial Management | 100 | 3 |
|  |  |  |  |
| C-202 | Human Resource Management | 100 | 3 |
|  |  |  |  |
| C-203 | Marketing Management | 100 | 3 |
|  |  |  |  |
| C-204 | Production and Operations Management | 100 | 3 |
|  |  |  |  |
| C-205 | Business Research Methods | 100 | 3 |
|  |  |  |  |
| C-206 | Organizational Behavior | 100 | 3 |
|  |  |  |  |
| C-207 | Mini Project \* | 50 | 2 |
|  | Seminar on Mini Project | 50 | 2 |
|  |  |  |  |
| **Semester - III** | |  |  |
| **Subject** | **Title** | **Marks** | **Credits** |
| C-301 | Strategic Management | 100 | 3 |
| C -302 | Legal Aspects of Business | 100 | 3 |
| C -303 | Business Ethics & Corporate Governance | 100 | 3 |
| E -301 | Elective – 1 | 100 | 3 |
| E-302 | Elective – 2 | 100 | 3 |
| E-303 | Elective – 3 | 100 | 3 |
| E-304 | Elective – 4 | 100 | 3 |
| **Semester - IV** | |  |  |
| **Subject** | **Title** | **Marks** | **Credits** |
| C -401 | Logistic and Supply Chain Management | 100 | 3 |
| C -402 | Entrepreneurship Development | 100 | 3 |
| E-401 | Elective – 5 | 100 | 3 |
| E-402 | Elective – 6 | 100 | 3 |
| E-403 | Elective – 7 | 100 | 3 |
| E-404 | Elective – 8 | 100 | 3 |
|  | Major Project & Comprehensive Viva | Grade | 8 |
|  |  |  |  |
|  | **Total Marks / Credits** | **2700** | **90** |

**III SEMESTER**

**HR**

|  |  |
| --- | --- |
| **S. no** | **SUBJECT TITLE** |
| **1** | Leadership Management |
| **2** | Compensation and Reward Management |
| **3** | Performance Management |
| **4** | Strategic Human Resource Management |

**FINANCE**

|  |  |
| --- | --- |
| **S. no** | **SUBJECT TITLE** |
| **1** | Security Analysis & Portfolio Management |
| **2** | Banking and Insurance Management |
| **3** | Advance Management Accounting |
| **4** | Strategic Financial Management |

**MARKETING**

|  |  |
| --- | --- |
| **S. no** | **SUBJECT TITLE** |
| **1** | Consumer Behavior |
| **2** | Retail Management |
| **3** | Customer Relationship Management |
| **4** | Strategic Marketing Management |

**SYSTEMS**

|  |  |
| --- | --- |
| **S. no** | **SUBJECT TITLE** |
| **1** | E-Business |
| **2** | RDBMS |
| **3** | Web Designing |
| **4** | System Analysis & Design |

**IV SEMESTER - HR**

|  |  |
| --- | --- |
| **S. no** | **SUBJECT TITLE** |
| **5** | Organizational Development & Change Management |
| **6** | Global HRM |
| **7** | Labor Welfare & Legislation |
| **8** | Management of Industrial Relations |

**FINANCE**

|  |  |
| --- | --- |
| **S. no** | **SUBJECT TITLE** |
| **5** | Financial Markets and Services |
| **6** | Global Financial Management |
| **7** | Risk Management |
| **8** | Tax Management |

**MARKETING**

|  |  |
| --- | --- |
| **S. no** | **SUBJECT TITLE** |
| **5** | Services Marketing |
| **6** | Promotional and Distribution Management |
| **7** | Global Marketing Management |
| **8** | Supply Chain Management |

**SYSTEMS**

|  |  |
| --- | --- |
| **S. no** | **SUBJECT TITLE** |
| **5** | Business Intelligence |
| **6** | Enterprise Resource Planning |
| **7** | Cyber Laws & Security |
| **8** | Information Systems Audit |

\***Mini Project Report**

The student should undergo survey based fieldwork under the guidance of Internal Faculty and submit the report before the completion of II Semester End Examinations.