

ACADEMIC REGULATIONS & COURSE STRUCTURE

For

MBA (Regular)

(Applicable for batches admitted from 2016-2017)



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA
KAKINADA - 533 003, Andhra Pradesh, India**

I Semester

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
Total Credits			21

II Semester

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

III Semester

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

IV Semester

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

Elective: The student has to choose any **ONE** Specialization from the following areas in the beginning of III Semester

III SEMESTER

HR

	SUBJECT TITLE
Elective-1	Leadership Management
Elective-2	Compensation and Reward Management
Elective-3	Performance Management
Elective-4	Strategic Human Resource Management

FINANCE

	SUBJECT TITLE
Elective-1	Security Analysis & Portfolio Management
Elective-2	Banking and Insurance Management
Elective-3	Advance Management Accounting
Elective-4	Strategic Financial Management

MARKETING

	SUBJECT TITLE
Elective-1	Consumer Behavior
Elective-2	Retail Management
Elective-3	Customer Relationship Management
Elective-4	Strategic Human Resource Management

SYSTEMS

	SUBJECT TITLE
Elective-1	E-Business
Elective-2	RDBMS
Elective-3	Web Designing
Elective-4	Strategic Human Resource Management

IV SEMESTER

HR

	SUBJECT TITLE
Elective-5	Organizational Development & Change Management
Elective-6	Global HRM
Elective-7	Labor Welfare & Legislation
Elective-8	Management of Industrial Relations

FINANCE

	SUBJECT TITLE
Elective-5	Financial Markets and Services
Elective-6	Global Financial Management
Elective-7	Risk Management
Elective-8	Tax Management

MARKETING

	SUBJECT TITLE
Elective-5	Services Marketing
Elective-6	Promotional Distribution Management
Elective-7	Global Marketing Management
Elective-8	Supply Chain Management

SYSTEMS

	SUBJECT TITLE
Elective-5	Business Intelligence
Elective-6	Enterprise Resource Planning
Elective-7	Cyber Laws & Security
Elective-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.

ACADEMIC REGULATIONS & COURSE STRUCTURE

For

INTEGRATED MBA

(Applicable for batches admitted from 2016-2017)



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA
KAKINADA - 533 003, Andhra Pradesh, India**

I SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
16IM101	English Language - I	4	100
16IM102	Business Mathematics & Statistics	4	100
16IM103	Fundamentals of Business Organization	4	100
16IM104	Financial Accounting - I	4	100
16IM105	Fundamentals of Computers	4	100
Total		20	500

II SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
16IM201	English Language – II	4	100
16IM202	Business Environment	4	100
16IM203	Managerial Economics	4	100
16IM204	Financial Accounting – II	4	100
16IM205	Organizational Communications.	4	100
Total		20	500

III SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
16IM301	Principles of Management	4	100
16IM302	Cost Accounting	4	100
16IM303	Banking Theory & Practice	4	100
16IM304	Business Law	4	100
16IM305	Entrepreneurship Development	4	100
Total		20	500

IV SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
16IM401	Organizational Behavior	4	100
16IM402	Management Accounting	4	100
16IM403	Company Law	4	100
16IM404	Elements of Direct & Indirect Taxes	4	100
16IM405	Management Information Systems	4	100
Total		20	500

V SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
16IM501	Financial Management	4	100
16IM502	Marketing Management	4	100
16IM503	Human Resource Management	4	100
16IM504	Production and Operations Management	4	100
16IM505	Research Methodology	4	100
Total		20	500

VI SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
16IM601	Operations Research	4	100
16IM602	International Business	4	100
16IM603	Strategic Management	4	100
16IM604	Decision Support Systems	4	100
16IM605	Mini Project*	4	100
Total		20	500

VII SEMESTER

Code	Subject Code	Credits	Max. Marks
16IM701	Knowledge Management	4	100
16IM702	Strategic Cost Management	4	100
16IM703	Elective - 1	4	100
16IM704	Elective - 2	4	100
16IM705	Elective - 3	4	100
Total		20	500

VIII SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
16IM801	Total Quality Management	4	100
16IM802	Project Management	4	100
16IM803	Elective - 4	4	100
16IM804	Elective - 5	4	100
16IM805	Elective - 6	4	100
Total		20	500

IX SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
16IM901	Intellectual Property Rights	4	100
16IM902	Corporate Governance	4	100
16IM903	Elective - 7	4	100
16IM904	Elective - 8	4	100
16IM905	Elective - 9	4	100
Total		20	500

X SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
16IM1001	Major Project Report	10	250
16IM1002	Project Seminar **	4	100
16IM1003	Viva - Voce	4	100
Total		18	450

VII SEMESTER**HR**

	SUBJECT TITLE
Elective -1	HR Planning
Elective -2	Leadership Management
Elective -3	Compensation and Reward Management

FINANCE

	SUBJECT TITLE
Elective -1	Security Analysis
Elective -2	Banking and Insurance Management
Elective -3	Advanced Management Accounting

MARKETING

	SUBJECT TITLE
Elective -1	Consumer Behavior
Elective -2	Rural Marketing
Elective -3	Supply Chain Management

SYSTEMS

	SUBJECT TITLE
Elective -1	E-Business
Elective -2	RDBMS
Elective -3	Web Designing

VIII SEMESTER

HR

	SUBJECT TITLE
Elective -4	Performance Management
Elective -5	Strategic Human Resource Management
Elective -6	Organizational Development & Change Management

FINANCE

	SUBJECT TITLE
Elective -4	Strategic Financial Management
Elective -5	Portfolio Management
Elective -6	Financial Markets and Services

MARKETING

	SUBJECT TITLE
Elective -4	Customer Relationship Management
Elective -5	Strategic Marketing Management
Elective -6	Services Marketing

SYSTEMS

	SUBJECT TITLE
Elective -4	System Analysis & Design
Elective -5	Business Intelligence
Elective -6	Enterprise Resource Planning

IX SEMESTER

HR

	SUBJECT TITLE
Elective -7	Global HRM
Elective -8	Labor Welfare & Legislation
Elective -9	Management of Industrial Relations

FINANCE

	SUBJECT TITLE
Elective -7	Global Financial Management
Elective -8	Risk Management
Elective -9	Tax Management

MARKETING

	SUBJECT TITLE
Elective -7	Promotion and Distribution Management
Elective -8	Global Marketing Management
Elective -9	Retail Marketing

SYSTEMS

	SUBJECT TITLE
Elective -7	Cyber Laws & Security
Elective -8	Information Systems & Audit
Elective -9	SAP

***Mini Project Report**

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

**** Project Seminar**

The Student should make a presentation before the Internal Faculty before finalizing the Final Project

ACADEMIC REGULATIONS & COURSE STRUCTURE

For

DUAL DEGREE MBA (PREVIOUSLY MAM)

(Applicable for batches admitted from 2016-2017)



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA
KAKINADA - 533 003, Andhra Pradesh, India**

REVISED COURSE STRUCTURE 2013

VIII SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
13BAM801	Project Management	4	100
13BAM802	Intellectual Property Rights	4	100
13BAM803	Decision Support Systems	4	100
13BAM804	Elective - III	4	100
13BAM805	Elective - IV	4	100
13BAM806	Seminar*	2	50
Total		22	550
At the end of IV Year		Total	180
			4500

IX SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
13BAM901	Industrial Safety and Security	4	100
13BAM902	Leadership Management	4	100
13BAM903	Knowledge Management	4	100
13BAM904	Elective - V	4	100
13BAM905	Elective - VI	4	100
13BAM906	Seminar*	2	50
Total		22	550

X SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
13BAM1001	Major Project Report**	10	250
13BAM1002	Project Seminar	4	100
13BAM1003	Comprehension Viva - Voce	4	100
Total		18	450

Elective - I

	SUBJECT TITLE
Marketing	Consumer Behavior
Finance	Banking & Insurance Management
HRM	Performance Management
Systems	Relational Data Base Management Systems

Elective - II

	SUBJECT TITLE
Marketing	Sales and Distribution
Finance	Investments Management
HRM	Training and Development
Systems	Enterprise Resource Planning

Elective - III

	SUBJECT TITLE
Marketing	Integrated Marketing Communications
Finance	Financial Systems & Services
HRM	Management of Industrial Relations
Systems	Business Intelligence

Elective - IV

	SUBJECT TITLE
Marketing	Retail Management
Finance	Strategic Financial Decisions
HRM	Compensation Management
Systems	E-Business

Elective - V

	SUBJECT TITLE
Marketing	Services Marketing & Logistics Management
Finance	International Financial Management
HRM	Management of Change
Systems	Cyber Laws & Security

Elective - VI

	SUBJECT TITLE
Marketing	International Marketing
Finance	Financial Risk Management & Derivatives
HRM	Global HRM
Systems	Information Systems & Audit

***Seminar**

Student requires to prepare and submit a report on conceptual understanding of any one of the subjects of the respective semester and expected to present the same in the form of PPT in the class room. The report may consist 20-25 pages.

****Mini Project Report**

Student has to undergo practical training for a period of **4 (Four) weeks** in an industry after completion of **Fourth Semester** end Examination. In training period, the student should prefer to work on any specific problem, and submit the report before end of **Sixth Semester**. The Project evaluation and Comprehensive viva-voce is conducted by inter examiner.