

**ACADEMIC REGULATIONS**  
**COURSE STRUCTURE & DETAILED SYLLABUS**

For

**MASTER OF BUSINESS ADMINISTRATION**

**(Applicable for the batches admitted from 2019-20)**



**JAWAHARLALNEHRUTECHNOLOGICALUNIVERSITYKAKINADA**  
**KAKINADA-533003, ANDHRAPRADESH, 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 andTally)	50	0	0	2	2
<b>Total</b>			<b>750</b>	<b>28</b>	<b>0</b>	<b>2</b>	<b>30</b>

IYEARII 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 openelective	Project Management Technology Management Lean Management DatabaseManagement System	100	4	0	0	4
7	C-207	IT-lab2(ProgrammingR)	50	0	0	2	2
<b>Total</b>			<b>650</b>	<b>24</b>	<b>0</b>	<b>2</b>	<b>26</b>

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
<b>Total</b>			<b>750</b>	<b>28</b>	<b>0</b>	<b>0</b>	<b>24</b>

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	Innovationand 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
<b>TotalMarks/Credits</b>			<b>650</b>	<b>28</b>	<b>0</b>	<b>0</b>	<b>22</b>
			<b>2800</b>				<b>102</b>

\*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	HumanResource Metrics and Analytics
4	EH-304	Human Capital Management
5	EH-305	Manpower Planning,Recruitment,and Selection

**III 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

### III 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  
MARKETING**

<b>S.no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
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

**III SEMESTER  
MARKETING**

<b>S.no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
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