

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**

JAWAHARLAL NEHRU TECHNOLOGICAL 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

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

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

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

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.