

# 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
<b>Total Marks / Credits</b>		<b>2700</b>	<b>90</b>

**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
<b>Elective-5</b>	Organizational Development & Change Management
<b>Elective-6</b>	Global HRM
<b>Elective-7</b>	Labor Welfare & Legislation
<b>Elective-8</b>	Management of Industrial Relations

##### FINANCE

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

##### MARKETING

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

##### SYSTEMS

	SUBJECT TITLE
<b>Elective-5</b>	Business Intelligence
<b>Elective-6</b>	Enterprise Resource Planning
<b>Elective-7</b>	Cyber Laws & Security
<b>Elective-8</b>	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.