

**ACADEMIC REGULATIONS
COURSE STRUCTURE & DETAILED SYLLABUS**

For

MASTER OF BUSINESS ADMINISTRATION

(Applicable for the batches admitted from 2019-20)



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
KAKINADA – 533003, ANDHRA PRADESH, INDIA**

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
Total			750	28	0	0	24

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	Innovation and 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
Total Marks / Credits			650	28	0	0	22
			2800				102

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

IV 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

IV 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 - ELECTIVES

MARKETING

S. no	Course Code	SUBJECT TITLE
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

IV SEMESTER MARKETING

S. no	Course Code	SUBJECT TITLE
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