

1.1.2 Report on Extract of syllabus change

JNTUA R17 Regulations		2019 (AK19) Regulations	
Courses Discarded	Courses Introduced	Courses Discarded	Courses Introduced
Management Control System	Management information system	Management information system	Computer Applications for Business
Human Resource Planning	Human Resource development	Business ethics and corporate governance	-
Customer Relationship Management	Mobile commerce	Green business management	Innovation and Technology Management
Training and Development	Cost and management accounting	Human Resource development (H)	Human Resource Analytics (H)
Sales and Distribution Management	Rural marketing	Mobile commerce	Managing Digital Innovation and Transformation (S)
Risk Management and Insurance	Auditing and taxation	Advertising and sales promotions	Sales and Distribution Management(M)
	E business	Supply chain management	E-Commerce and Digital Markets (S)
	Labour laws and legislations	Cost and management accounting	Banking and Financial Institutions (F)
		Rural marketing	Retail Management (M)
		Enterprise resource planning	Data Science using R (S)
		Auditing and taxation	Project Appraisal & Finance (F)
		Knowledge management	Compensation and Benefits Management (H)
		E business	Design thinking for managers
		Labour laws and legislations	Industrial relations
		Data communication and network analysis	E- retailing
		Corporate information management	Marketing analytics
		-	Advanced Communication
		-	Industry 4.0 & Innovation

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With reference to R14 curriculum of JNTUA, few courses like Training and Development, Management Control Systems, and Risk Management & Insurance were discarded and having assessed the demand in the business world those days Cost and Management Accounting, Labour Laws and Legislation, Rural Marketing, Auditing and Taxation, and e-Business were introduced in 2017. The curriculum so developed by the University mandatorily was to be followed by the institutions affiliated to JNTUA. This 2017 curriculum given by the University was followed up to 2018-19.

The courses like Rural Marketing is needed for students to develop the skills on how marketing can be done in rural areas.

As the institution has become autonomous in the year 2019, BOS constituted for MBA developed the curriculum called "AK19 MBA curriculum" applicable for the students admitted from 2019-20 to 2021-22. Courses found in JNTUA curriculum like, Green Business Management, Cost and Management Accounting, e-Business are discarded and included new courses to meet the demands of the business corporate.

Retail Management provides the skills and knowledge of the management in the retail industry. Now days the retail stores play important role in the market. Hence this subject has been introduced in the curriculum.

To impart some fundamentals in business analytics, Data Science using R, Data Analysis practice Lab is included.


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