

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR**

**Course Structure and Detailed Syllabi (2017-18 onwards)**

**Master of Business Administration**

**MBA Semester – I**

S. No	Course code	Subject	L	T	P	C
1.	17E00101	Management & Organizational Behaviour	4	-	-	4
2.	17E00102	Business Environment & Law	4	-	-	4
3.	17E00103	Managerial Economics	4	-	-	4
4.	17E00104	Financial Accounting for Managers	4	-	-	4
5.	17E00105	Statistics for Managers	4	-	-	4
6.	17E00106	Management Information Systems	2	-	-	2
7.	17E00107	Information Technology for Managers	2	-	-	2
8.	17E00108	Communication Lab	-	-	3	2
9.	17E00109	Data Analytics Lab	-	-	3	2
		Total	24	-	6	28

**MBA Semester – II**

S. No	Course code	Subject	L	T	P	Credits
1.	17E00201	Human Resource Management	4		-	4
2.	17E00202	Marketing Management	4		-	4
3.	17E00203	Business Research Methods	4		-	4
4.	17E00204	Financial Management	4		-	4
5.	17E00205	Operations Research	4		-	4
6.	17E00206	Operations Management	4		-	4
7.	17E00207	Business Communication	2		-	2
8.	17E00208	Business Analytics Lab	-		3	2
9.	17E00209	Business Communication Lab	-		3	2
		Total	26		6	30

**\*Note: The student shall initiate project work immediately after II semester and evaluation shall take place in IV semester**

  
**HEAD**  
 Dept. of Management Studies  
 Annamacharya Institute of  
 Technology & Sciences, TIRUPATI-517

**MBA Semester – III**

S. No	Course code	Subject	L	T	P	C
1.	17E00301	Business Ethics & Corporate Governance	4	-	-	4
2.	17E00302	Green Business Management	4	-	-	4
3.	17E00303	Entrepreneurship Development	4	-	-	4
4.		Elective I	4	-	-	4
	17E00304	Cost and Management Accounting				
	17E00305	Product and Brand Management				
	17E00306	Human Resource Development				
	17E00307	Mobile Commerce				
5.		Elective II	4	-	-	4
	17E00308	Financial Institutions and Services				
	17E00309	Consumer Behavior				
	17E00310	Labor laws and Legislation				
	17E00311	Supply Chain Management				
6.		Elective III	4	-	-	4
	17E00312	Investment and Portfolio Management				
	17E00313	Rural Marketing				
	17E00314	Performance Management				
	17E00315	Enterprise Resource Planning				
7.		Elective IV	4	-	-	4
	17E00316	Auditing and Taxation				
	17E00317	Advertising and Sales Promotion Management				
	17E00318	Knowledge Management				
	17E00319	Data warehousing and Mining				
8.	17E00320	Business Simulation Lab	-	-	3	2
9.	17E00321	MOOCS	-	-	-	
		Total	28	-	3	30

  
 HEAD  
 Dept. of Management Studies  
 Annamacharya Institute of  
 Technology & Sciences, TIRUPATI-517

**MBA Semester – IV**

S. No	Course code	Subject	L	T	P	C
1.	17E00401	Strategic Management	4	-	-	4
2.	17E00402	E-Business	4	-	-	4
3.	17E00403	Elective V Financial Derivatives	4	-	-	4
	17E00404	Services Marketing				
	17E00405	Organization Development				
	17E00406	Data Communication and Network Analysis				
4.	17E00407	Elective VI International Financial Management	4	-	-	4
	17E00408	International Marketing				
	17E00409	Global Human Resource Management				
	17E00410	Corporate Information Management				
5.	17E00411	Seminar (Contemporary Issues on Business)	-	-	3	2
6.	17E00412	Project Work	-	-	12	10
		Total	16	-	15	28

  
**HEAD**  
Dept. of Management Studies  
Annamacharya Institute of  
Technology & Sciences, TIRUPATI-517



## Course Structure and Detailed Syllabi (2019-20 onwards up to 2021-22)

### Master of Business Administration

#### MBA – I Semester

S. No	Category	Course code	Course Title	Hours per week			Credits	Scheme of Examination (Max. Marks)		
				L	T	P		CIE	SEE	Total
1.	PC	19MBA0101	Management & Organizational Behavior	4	-	-	4	40	60	100
2.	PC	19MBA0102	Managerial Economics	4	-	-	4	40	60	100
3.	PC	19MBA0103	Legal and Business Environment	4	-	-	4	40	60	100
4.	PC	19MBA0104	Accounting for Managers	4	-	-	4	40	60	100
5.	PC	19MBA0105	Business Statistics	4	-	-	4	40	60	100
6.	PC	19MBA0106	Computer Applications for Business	4	-	-	4	40	60	100
7.	LC	19MBA0107	English Communication Lab	-	-	3	1.5	40	60	100
8.	LC	19MBA0108	Data Analysis Lab using Excel	-	-	3	1.5	40	60	100
9.	MC	19MBA0109	Human Values & Professional Ethics	2	-	-	0	40	-	40
Total				26	-	6	27	360	480	840

#### MBA – II Semester

S. No	Category	Course code	Course Title	Hours per week			Credits	Scheme of Examination (Max. Marks)		
				L	T	P		CIE	SEE	Total
1.	PC	19MBA0201	Human Resource Management	4	-	-	4	40	60	100
2.	PC	19MBA0202	Marketing Management	4	-	-	4	40	60	100
3.	PC	19MBA0203	Financial Management	4	-	-	4	40	60	100
4.	PC	19MBA0204	Operations Management	4	-	-	4	40	60	100
5.	PC	19MBA0205	Business Research Methods	4	-	-	4	40	60	100
6.	PC	19MBA0206	Operations Research	4	-	-	4	40	60	100
7.	LC	19MBA0207	Business Analytics Lab	-	-	3	1.5	40	60	100
8.	LC	19MBA0208	Business Communication Lab	-	-	3	1.5	40	60	100
9.	PR	19MBA0209	Seminar on Emerging Topics	-	-	2	0	50	-	50
Total				24	-	8	27	370	480	850

GASH  
 Dept. of Management Studies  
 Annamacharya Institute of  
 Technology & Sciences, TIRUPATI-517

*Handwritten Signature*  
**HEAD**  
 Dept. of Management Studies  
 Annamacharya Institute of  
 Technology & Sciences, TIRUPATI-517

**MBA – III Semester**

S N o	Category	Course code	Course Title	Hours per week			Cr edi ts	Scheme of Examination (Max. Marks)		
				L	T	P		CIE	SEE	Tot al
1.	PC	19MBA0301	Entrepreneurship	4	-	-	4	40	60	100
2.	PC	19MBA0302	Innovation and Technology Management	4	-	-	4	40	60	100
3.	PE	19MBA0303	<b>Elective 1</b> Investment Analysis and Portfolio Management (F)	4	-	-	4	40	60	100
		19MBA0304	Human Resource Analytics (H)							
		19MBA0305	Consumer Behavior (M)							
		19MBA0306	Managing Digital Innovation and Transformation (S)							
4.	PE	19MBA0307	<b>Elective 2</b> Financial Markets and Services (F)	4	-	-	4	40	60	100
		19MBA0308	Performance Management (H)							
		19MBA0309	Sales and Distribution Management(M)							
		19MBA0310	E-Commerce and Digital Markets (S)							
5.	PE	19MBA0311	<b>Elective 3</b> Banking and Financial Institutions (F)	4	-	-	4	40	60	100
		19MBA0312	Organizational Change and Development (H)							
		19MBA0313	Retail Management (M)							
		19MBA0314	Data Science using R (S)							
6	PE	19MBA0315	<b>Elective 4</b> Project Appraisal & Finance (F)	4	-	-	4	40	60	100
		19MBA0316	Compensation and Benefits Management (H)							
		19MBA0317	Product and Brand Management (M)							
		19MBA0318	Data Mining for Business Decisions(S)							
7.	LC	19MBA0319	Spread Sheet Modelling	-	-	4	2	40	60	100
8.	PE	19MBA0320	MOOCS	-	-	-	2	-	-	-
9.	PR	19MBA0321	Internship Report & Presentation	-	-	-	2	50	-	50
Total				24	-	4	30	330	420	750

  
**HEAD**  
 Dept. of Management Studies  
 Annamacharya Institute of  
 Technology & Sciences. TIRUPATI-517

S. No	Category	Course code	Course Title	Hours per week			Credits	Scheme of Examination (Max. Marks)		
				L	T	P		CIE	SEE	Total
1.	PC	19MBA0401	Strategic Management	4	-	-	4	40	60	100
2.	PC	19MBA0402	Design Thinking for Managers	2	-	-	2	40	60	100
3.	PE	19MBA0403	<b>Elective 5</b> Financial Derivatives (F)	4	-	-	4	40	60	100
		19MBA0404	Industrial Relations (H)							
		19MBA0405	Services Marketing (M)							
		19MBA0406	E-Retailing (S)							
4.	PE	19MBA0407	<b>Elective 6</b> International Finance (F)	4	-	-	4	40	60	100
		19MBA0408	International HRM (H)							
		19MBA0409	International Marketing (M)							
		19MBA0410	Marketing analytics (S)							
5.	PR	19MBA0411	Project Work	-	-	-	4	80	120	200
Total				14	-	-	18	240	360	600



HEAD  
 Dept. of Management Studies  
 Annamacharya Institute of  
 Technology & Sciences, TIRUPATI-517

