



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY - GURAJADA -
VIZIANAGARAM
VIZIANAGARAM 535 003 Andhra Pradesh (India)**

| I YEAR I SEMESTER | | | | | | | |
|--------------------------|--------------------|--|--------------|-----------|----------|----------|-----------|
| S.No | Course Code | Courses | Marks | L | T | P | C |
| 1 | | Management and Organizational Behavior | 100 | 4 | 0 | 0 | 4 |
| 2 | | Managerial Economics | 100 | 4 | 0 | 0 | 4 |
| 3 | | Accounting for Managers | 100 | 4 | 0 | 0 | 4 |
| 4 | | Quantitative Analysis for Business Decisions | 100 | 4 | 0 | 0 | 4 |
| 5 | | Legal and Business Environment | 100 | 4 | 0 | 0 | 4 |
| 6 | | Business Communication and Soft skills | 100 | 4 | 0 | 0 | 4 |
| 7 | | Cross Cultural Management MOOCs : SWAYAM/NPTEL- Related to Management Courses other than listed courses in the syllabus | 100 | 4 | 0 | 0 | 4 |
| 8 | | Business Communication and Soft skills Lab | 50 | 0 | 0 | 2 | 1 |
| 9 | | Information Technology – Lab1(Spreadsheet and Tally) | 50 | 0 | 0 | 2 | 1 |
| Total | | | 800 | 28 | 0 | 4 | 30 |

| I YEAR II SEMESTER | | | | | | | |
|---------------------------|--------------------|---|--------------|-----------|----------|----------|-----------|
| S.No | Course Code | Courses | Marks | L | T | P | C |
| 1 | | Financial Management | 100 | 4 | 0 | 0 | 4 |
| 2 | | Human Resource Management | 100 | 4 | 0 | 0 | 4 |
| 3 | | Marketing Management | 100 | 4 | 0 | 0 | 4 |
| 4 | | Operations Management | 100 | 4 | 0 | 0 | 4 |
| 5 | | Business Research Methods | 100 | 4 | 0 | 0 | 4 |
| 6 | | Rural Innovation Projects | 100 | 3 | 0 | 0 | 3 |
| 7 | open elective | Project Management Technology Management Lean Management Database Management System | 100 | 4 | 0 | 0 | 4 |
| 8 | | IT-lab 2(Programming R) | 50 | 0 | 0 | 2 | 1 |
| Total | | | 750 | 27 | 0 | 2 | 28 |



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| II YEAR III SEMESTER | | | | | | | |
|-----------------------------|--------------------|---|--------------|-----------|----------|----------|-----------|
| S.No | Course Code | Courses | Marks | L | T | P | C |
| 1 | | Strategic Management | 100 | 4 | 0 | 0 | 4 |
| 2 | | Operations Research | 100 | 4 | 0 | 0 | 4 |
| 3 | | Elective – 1 | 100 | 4 | 0 | 0 | 3 |
| 4 | | Elective – 2 | 100 | 4 | 0 | 0 | 3 |
| 5 | | Elective – 3 | 100 | 4 | 0 | 0 | 3 |
| 6 | | Elective – 4 | 100 | 4 | 0 | 0 | 3 |
| 7 | | Industrial Project based on Summer Internship | 100 | 4 | 0 | 0 | 4 |
| Total | | | 700 | 28 | 0 | 0 | 24 |

| II YEAR IV SEMESTER | | | | | | | |
|------------------------------|--------------------|---------------------------------|--------------|-----------|----------|----------|------------|
| S.No | Course Code | Courses | Marks | L | T | P | C |
| 1 | | Principles of Event Management | 100 | 4 | 0 | 0 | 4 |
| 2 | | Innovation and Entrepreneurship | 100 | 4 | 0 | 0 | 4 |
| 3 | | Elective – 5 | 100 | 4 | 0 | 0 | 3 |
| 4 | | Elective – 6 | 100 | 4 | 0 | 0 | 3 |
| 5 | | Elective – 7 | 100 | 4 | 0 | 0 | 3 |
| 6 | | Elective – 8 | 100 | 4 | 0 | 0 | 3 |
| 7 | | Comprehensive Viva- voce | 50 | 0 | 0 | 0 | 2 |
| Total Marks / Credits | | | 650 | 24 | 0 | 0 | 22 |
| | | | 2800 | | | | 104 |

*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.