



**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 – Lab I (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.