

**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**

<b>I YEAR I SEMESTER</b>							
<b>S.No</b>	<b>Course Code</b>	<b>Courses</b>	<b>Marks</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	C-101	Management and Organizational Behavior	100	4	0	0	4
2	C-102	Managerial Economics	100	4	0	0	4
3	C-103	Accounting for Managers	100	4	0	0	4
4	C-104	Quantitative Analysis for Business Decisions	100	4	0	0	4
5	C-105	Legal and Business Environment	100	4	0	0	4
6	C-106	Business Communication and Soft skills	100	4	0	0	4
7	C-107 Open Elective	Cross Cultural Management Rural Innovation projects MOOCs : SWAYAM/NPTEL- Related to Management Courses other than listed courses in the syllabus	100	4	0	0	4
8	C-108	Business Communication and Soft skills Lab	50	0	0	2	2
9	C-109	Information Technology – Lab1(Spreadsheet and Tally)	50	0	0	2	2
<b>Total</b>			<b>800</b>	<b>28</b>	<b>0</b>	<b>4</b>	<b>32</b>

<b>I YEAR II SEMESTER</b>							
<b>S.No</b>	<b>Course Code</b>	<b>Courses</b>	<b>Marks</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	C-201	Financial Management	100	4	0	0	4
2	C-202	Human Resource Management	100	4	0	0	4
3	C-203	Marketing Management	100	4	0	0	4
4	C-204	Operations Management	100	4	0	0	4
5	C-205	Business Research Methods	100	4	0	0	4
6	C-206 open elective	Project Management Technology Management Lean Management Database Management System	100	4	0	0	4
7	C-207	IT-lab 2(Programming R )	50	0	0	2	2
<b>Total</b>			<b>650</b>	<b>24</b>	<b>0</b>	<b>2</b>	<b>26</b>

<b>II YEAR III SEMESTER</b>							
<b>S.No</b>	<b>Course Code</b>	<b>Courses</b>	<b>Marks</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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
<b>Total</b>			<b>750</b>	<b>28</b>	<b>0</b>	<b>0</b>	<b>24</b>

<b>II YEAR IV SEMESTER</b>							
<b>S.No</b>	<b>Course Code</b>	<b>Courses</b>	<b>Marks</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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
<b>Total Marks / Credits</b>			<b>650</b>	<b>28</b>	<b>0</b>	<b>0</b>	<b>22</b>
			<b>2850</b>				<b>102</b>

\*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**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>1</b>	EH-301	Leadership and Change Management
<b>2</b>	EH-302	Performance Evaluation and Compensation Management
<b>3</b>	EH-303	Human Resource Metrics and Analytics
<b>4</b>	EH-304	Human Capital Management
<b>5</b>	EH-305	Manpower Planning, Recruitment, and Selection

**IV SEMESTER**  
**Human Resource Management**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>6</b>	EH-401	Labor Welfare and employment laws
<b>7</b>	EH-402	International HRM
<b>8</b>	EH-403	Employee Relations and Engagement
<b>9</b>	EH-404	Human Resources Development
<b>10</b>	EH-405	Strategic HRM

### **III SEMESTER FINANCE**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>1</b>	EF-301	Investment Analysis and Portfolio Management
<b>2</b>	EF-302	Managing Banks and Financial Institutions
<b>3</b>	EF-303	Financial Markets and Services
<b>4</b>	EF-304	Mergers, Acquisitions and Corporate Restructuring
<b>5</b>	EF-305	Taxation

### **IV SEMESTER FINANCE**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>6</b>	EF-401	Financial Derivatives
<b>7</b>	EF-402	Global Financial Management
<b>8</b>	EF-403	Financial Risk Management
<b>9</b>	EF-404	Strategic Financial Management
<b>10</b>	EF-405	Behavioral Finance

**III SEMESTER - ELECTIVES  
MARKETING**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
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**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
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

**III SEMESTER ELECTIVES  
SYSTEMS**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
1	ES-301	Data Mining for Business Decisions
2	ES-302	Managing Software Projects
3	ES-303	Web Designing
4	ES-304	Business Analytics
5	ES-305	Managing Digital Innovation and Transformation

**IV SEMESTER SYSTEMS**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
6	ES-401	Big Data Analytics
7	ES-402	Enterprise Resource Planning
8	ES-403	Cyber Laws & Security
9	ES-404	Information Systems Audit
10	ES-405	Artificial Intelligence and Machine Learning

**OPERATIONS MANAGEMENT  
III SEMESTER**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>1</b>	EO-301	Service Operations Management
<b>2</b>	EO-302	Quality Toolkit for Managers
<b>3</b>	EO-303	Pricing and Revenue Management
<b>4</b>	EO-304	Operations Strategy
<b>5</b>	EO-305	Sales and Operations Planning

**IV SEMESTER**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>6</b>	EO-401	Behavioral Operations Management
<b>7</b>	EO-402	Theory of Constraints
<b>8</b>	EO-403	Management of Manufacturing Systems
<b>9</b>	EO-404	Sourcing Management
<b>10</b>	EO-405	Supply Chain Analytics



**TRAVEL AND TOURISM MANAGEMENT**  
**III SEMESTER**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
1	ET-301	Travel agency and Tour Operations
2	ET-302	Hospitality Management
3	ET-303	Resort Planning and Destination Management
4	ET-304	Tourism Policy and Planning
5	ET-305	Recreation Management

**IV SEMESTER**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
6	ET-401	Travel Media and Journalism
7	ET-402	Event Management
8	ET-403	Front Office Management
9	ET-404	Information Technology and Tourism
10	ET-405	Eco Tourism Practices

# HEALTH CARE AND HOSPITAL MANAGEMENT

## III SEMESTER

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>1</b>	EHC-301	Hospital organization and Management
<b>2</b>	EHC-302	Health Care Policies and Delivery Systems
<b>3</b>	EHC-303	Health Economics
<b>4</b>	EHC-304	Hospital Functions and Support Services
<b>5</b>	EHC-305	Revenue Cycle Management

## IV SEMESTER

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>6</b>	EHC-401	Patient Care & Services Management
<b>7</b>	EHC-402	Managed Health Care and Insurance
<b>8</b>	EHC-403	Health Laws, Ethics and Regulations
<b>9</b>	EHC-404	Hospital Management Information System
<b>10</b>	EHC-405	Health Analytics

## ENTREPRENEURSHIP AND SMALL ENTERPRISE MANAGEMENT

### III SEMESTER

S. no	Course Code	SUBJECT TITLE
1	EE-301	Indian Models in Entrepreneurship
2	EE-302	Social Entrepreneurship
3	EE-303	Business Plan Preparation for Small Business
4	EE-304	Entrepreneurial Marketing
5	EE-305	Planning, Structuring, and Financing Small Business

### IV SEMESTER

S. no	Course Code	SUBJECT TITLE
6	EE-401	Marketing for Small Business
7	EE-402	Finance and Accounting for Small Business
8	EE-403	Technology Appreciation and Intellectual Property Rights
9	EE-404	Innovation Technology Management
10	EE-405	Venture Valuation and Accounting

**AGRO-BUSINESS MANAGEMENT  
III SEMESTER**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
	EA-301	Agro-Marketing Management
<b>2</b>	EA-302	Agro-Business and Rural Green Market
<b>3</b>	EA-303	Agro-Business Environment
<b>4</b>	EA-304	Agro-Supply Chain Management
<b>5</b>	EA-305	Entrepreneurship for Agriculture

**IV SEMESTER**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>6</b>	EA-401	Food Processing Management
<b>7</b>	EA-402	Disaster Management
<b>8</b>	EA-403	Food Retail Management
<b>9</b>	EA-404	Agro- Technology Management
<b>10</b>	EA-405	Organic Food Technology

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT  
III SEMESTER**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>1</b>	EL-301	Store keeping and Warehousing management
<b>2</b>	EL-302	Transportation and Infrastructure Management for SCM
<b>3</b>	EL-303	Purchasing and Material Management
<b>4</b>	EL-304	Reverse Logistics
<b>5</b>	EL-305	Supply Chain Risk Management

**IV SEMESTER**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>6</b>	EL-401	Enterprise Resource Planning
<b>7</b>	EL-402	International Logistics Management
<b>8</b>	EL-403	Lean Supply Chain Management
<b>9</b>	EL-404	Shipping and Maritime law
<b>10</b>	EL-405	Green Supply Chain Management

**BUSINESS ANALYTICS  
III SEMESTER**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>1</b>	EB-301	Essentials of Business Analytics
<b>2</b>	EB-302	Text, Social Media& Web Analytics
<b>3</b>	EB-303	Predictive Analytics
<b>4</b>	EB-304	Big Data Analytics
<b>5</b>	EB-305	Marketing Analytics

**IV SEMESTER**

<b>S. no</b>	<b>Course Code</b>	<b>SUBJECT TITLE</b>
<b>6</b>	EB-401	Financial Analytics
<b>7</b>	EB-402	HR Analytics
<b>8</b>	EB-403	Econometrics and Business Forecasting
<b>9</b>	EB-404	Data Warehousing and OLAP
<b>10</b>	EB-405	Data Mining& Machine learning