

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, KAKINADA: KAKINADA**  
**School of Management Studies**

**Course Structure MBA (Regular) 2013-2014**

(Effective for the students admitted into first year from the academic year 2013-2014)

**Semester - I**

Subject	Title	Marks	Credits
C-101	Management Theory & Organization Behavior	100	3
C-102	Managerial Economics	100	3
C-103	Accounting for Managers	100	3
C-104	Marketing Management	100	3
C-105	Business Environment	100	3
C-106	Quantitative Analysis for Business Decision	100	3
C-107	IT - LAB	100	3

**Semester - II**

Subject	Title	Marks	Credits
C-201	Financial Management	100	3
C-202	Human Resource Management	100	3
C-203	Production and Operations Management	100	3
C-204	Research Methodology	100	3
C-205	Managerial Communication	100	3
C-206	Business Ethics and Corporate Governance	100	3
C-207	Mini Project	50	2
	Seminar on Mini Project	50	2

**Semester - III**

Subject	Title	Marks	Credits
C-301	Strategic Management	100	3
C-302	Legal Aspects of Business	100	3
C-303	Retail Management	100	3
E-301	Elective -I	100	3
E-302	Elective -II	100	3
E-303	Elective -I	100	3
E-304	Elective -II	100	3

**Semester - IV**

Subject	Title	Marks	Credits
C-401	Logistic and Supply Chain Management	100	3
C-402	Entrepreneurship Development	100	3
E-401	Elective -III	100	3
E-402	Elective -IV	100	3
E-403	Elective -III	100	3
E-404	Elective - IV	100	3
	Major Project & Comprehensive Viva	Grade	8
<b>Total Marks / Credits</b>		<b>2700</b>	<b>90</b>

## Dual Electives:

The elective papers will be offered in the areas of Marketing, Finance, Human Resource Management (HRM), and Systems. The students should choose any **Two** of the following **elective areas** in the beginning of the third semester of MBA. Specialization will be offered subject to a minimum of 20 students.

### Marketing (Elective-I)

- I. Product Management
- II. Promotion and Distribution Management
- III. Services Marketing
- IV. Consumer Behavior

### Finance (Elective-II)

- I. Investment Management
- II. Banking and Insurance
- III. International Financial Management
- IV. Financial Risk Management

### HRM (Elective-III)

- I. Compensation and Performance Management
- II. Management of Industrial Relations
- III. Global Human Resource Management
- IV. Management of Change and Development

### Systems (Elective-IV)

- I. E-Business
- II. Enterprise Resource Planning
- III. Information Systems Audit & Control
- IV. Software Project Management