

**ACADEMIC REGULATIONS  
COURSE STRUCTURE  
AND  
DETAILED SYLLABUS**

**For**

**MASTER OF BUSINESS ADMINISTRATION**



**JAWAHARLALNEHRUTECHNOLOGYUNIVERSITYKAKINADA  
KAKINADA - 533 003, Andhra Pradesh, India**

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## Course Structure MBA (Regular) 2013-2014

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

### I SEMESTER

Subject	Title	Marks	Credits
1	Management Theory & Organization Behavior	100	3
2	Managerial Economics	100	3
3	Accounting for Managers	100	3
4	Managerial Communication & Soft Skills	100	3
5	Business Environment	100	3
6	Quantitative Analysis for Business Decision	100	3
7	IT – LAB	100	2

### SEMESTER - II

Subject	Title	Marks	Credits
1	Financial Management	100	3
2	Human Resource Management	100	3
3	Marketing Management	100	3
4	Production and Operations Management	100	3
5	Business Research Methods	100	3
6	Business Ethics and Corporate Governance	100	3
7	Mini Project+Seminar on Mini Project	50+50	2+2

### SEMESTER - III

Subject	Title	Marks	Credits
1	Strategic Management	100	3
2	Legal Aspects of Business	100	3
3	Retail Management	100	3
4	Elective –I	100	3
5	Elective –II	100	3
6	Elective –I	100	3
7	Elective –II	100	3

## Master of Business Administration

### SEMESTER - IV

Subject	Title	Marks	Credits
1	Logistic and Supply Chain Management	100	3
2	Entrepreneurship Development	100	3
3	Elective –III	100	3
4	Elective –IV	100	3
5	Elective –III	100	3
6	Elective – IV	100	3
7	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