



Vidya Jyothi Institute of Technology (Autonomous)

(Accredited by NBA, Approved By A.I.C.T.E., New Delhi, Permanently Affiliated to JNTU, Hyderabad)
(Aziz Nagar, C.B.Post, Hyderabad -500060)

MASTER OF BUSINESS ADMINISTRATION (MBA) R19 COURSE STRUCTURE AND SYLLABUS

I Year-I Semester

Course Code	Course Title	Int. marks	Ext. Marks	L	T	P	C
191ECS1101	Management & Organizational Behavior	30	70	4	0	0	4
191ECS1102	Business Economics	30	70	4	0	0	4
191ECS1103	Financial Accounting & Analysis	30	70	4	0	0	4
191ECS1104	Statistics For Management	30	70	4	0	0	4
191ECS1105	Business Law & Business Environment	30	70	4	0	0	4
191ECS1106	Indian Ethos & Values	30	70	4	0	0	4
191ELB1101	Business Communication – Lab	30	70	0	0	3	2
191ESM1101	Seminar (company analysis)	50	-	0	0	2	1
TOTAL		260	490	24	0	5	27

I Year-II Semester

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
191ECS1201	Human Resource Management	30	70	4	0	0	4
191ECS1202	Marketing Management	30	70	4	0	0	4
191ECS1203	Corporate Finance	30	70	4	0	0	4
191ECS1204	MIS & ERP	30	70	4	0	0	4
191ECS1205	Quantitative Analysis & Business Decisions	30	70	4	0	0	4
191ECS1206	Entrepreneurship	30	70	4	0	0	4
191ELB1201	Statistical data analysis Lab	30	70	2		2	2
191ESM1201	Seminar (INDUSTRY analysis)	50	-	0	0	2	1
TOTAL		260	490	26	0	6	27

II Year-I Semester

Course Code	Course Title	Intl marks	Ext Marks	L	T	P	C
191ECS2101	Production & Operations Management	30	70	4	0	0	4
191ECS2102	Business Research methodology	30	70	4	0	0	4
OE-1	Open Elective -I	30	70	4	0	0	4
PE-1	Professional Elective – I	30	70	4	0	0	3
PE-2	Professional Elective – II	30	70	4	0	0	3
PE-3	Professional Elective – III	30	70	4	0	0	3
191ESM2101	*Summer internship (FIELD WORK)	100	-	0	0	2	2
TOTAL		280	420	24	0	2	23

***Summer Internship:** Students have to undergo Internship during Summer Vacation.

II Year-II Semester

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
191ECS2201	Strategic Management	30	70	4	0	0	4
191ECS2202	Logistics & Supply Chain Management	30	70	4	0	0	4
OE-2	Open Elective –II	30	70	4	0	0	4
PE-4	Professional Elective – IV	30	70	4	0	0	3
PE-5	Professional Elective – V	30	70	4	0	0	3
PE-6	Professional Elective – VI	30	70	4	0	0	3
191ECV2201	Comprehensive Viva-Voce	-	100	0	0	0	1
191EPR2201	Main Project	100	100	0	0	4	3
TOTAL		280	620	24	0	4	25

LIST OF PROGRAM ELECTIVE SUBJECTS

Students have to select any One Specialization (Marketing, Finance, Human Resources, and Entrepreneurship) and he/she needs to select the Program Elective subjects listed under the chosen specialization only.

Program Elective Specialization				
Course	Marketing	HRM	Finance	Entrepreneurship
PE – 1	Consumer Behaviour 191EE12101	Performance Management 191EE12102	Securities analysis & portfolio management 191EE12103	Start-up Management 191EE12104
PE – 2	Services Marketing 191EE22101	Management of industrial relations 191EE22102	Financial Institutions, Markets & Services 191EE22103	MSME Management 191EE22104
PE – 3	Advertising & sales Management 191EE32101	Learning & development 191EE32102	Strategic Management Accounting 191EE32103	Family Business Management 191EE32104
PE – 4	International Marketing 191EE42101	International Human Resource Management 191EE42102	International Financial management 191EE42103	Entrepreneurial Finance 191EE42104
PE – 5	Digital Marketing 191EE52101	Compensation & reward management 191EE52102	Strategic Investments & Financing Decisions 191EE52103	Entrepreneurial Marketing 191EE52104
PE – 6	Retailing Management 191EE62101	Talent & knowledge Management 191EE62102	Financial Derivatives 191EE62103	Creativity Innovation and Entrepreneurship 191EE62104

Open Elective Semester-III & IV

OE	Course Title
191EOE2101	Project management
191EOE2102	Technology Management
191EOE2103	Corporate Governance
191EOE2201	Total Quality Management
191EOE2202	Intellectual property rights and cyber laws
191EOE2203	International business



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MASTER OF BUSINESS ADMINISTRATION (MBA) R15 COURSE STRUCTURE AND SYLLABUS

I Year – I Semester

Subject Code	Category	Course Title	Int. marks	Ext. marks	L	P	C
151ECS1101	Core Course I	MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	40	60	3	-	3
151ECS1102	Core Course II	BUSINESS LAWS & BUSINESS ENVIRONMENT	40	60	3	-	3
151ECS1103	Core Course III	MANAGERIAL ECONOMICS	40	60	3	-	3
151ECS1104	Core Course IV	FINANCIAL ACCOUNTING & ANALYSIS	40	60	3	-	3
151ECS1105	Core Course V	STATISTICS FOR MANAGEMENT	40	60	3	-	3
151EOE1101	Open Elective I	CROSS CULTURE MANAGEMENT	40	60	3	-	3
		WTO & IPR					
		TOTAL QUALITY MANAGEMENT					
		PROJECT MANAGEMENT					
		COMPUTER FUNDAMENTAL					
151ELB1101	Laboratory	STATISTICAL DATA ANALYSIS - LAB	50	-	-	2	2
151ESM1101	Seminar	BUSINESS COMMUNICATION – SEMINAR	50	-	-	2	2
Total Credits					18	4	22

I Year - II Semester

Subject Code	Category	Course Title	Int. marks	Ext. marks	L	P	C
151ECS1201	Core Course I	HUMAN RESOURCE MANAGEMENT	40	60	3	-	3
151ECS1202	Core Course II	MARKETING MANAGEMENT	40	60	3	-	3
151ECS1203	Core Course III	FINANCIAL MANAGEMENT	40	60	3	-	3
151ECS1204	Core Course IV	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	40	60	3	-	3
151ECS1205	Core Course V	MIS & ERP	40	60	3	-	3
151EOE1201	Open Elective I	FOREIGN TRADE	40	60	3	-	3
		BANKING,INSURANCE & RISK MANAGEMENT					
		LOGISTICS & SUPPLY CHAIN MANAGEMENT					
		MSME MANAGEMENT					
		DBMS					
151ELB1201	Laboratory	ANNUAL REPORT ANALYSIS - LAB	50	-	-	2	2
151ESM1201	Seminar	SUMMER INTERNSHIP - SEMINAR	50	-	-	2	2
Total Credits					18	4	22

II Year – I Semester

Subject Code	Category	Course Title	Int. marks	Ext. marks	L	P	C
151ECS2101	Core Course I	PRODUCTION & OPERATIONS MANAGEMENT	40	60	3	-	3
151ECS2102	Core Course II	STRATEGIC MANAGEMENT	40	60	3	-	3
151ECS2103	Core Course III	RESEARCH METHDOLOGY	40	60	3	-	3
151EE12101	Core Elective I	(MRKG/HRM/FIN/SYS)	40	60	3	-	3
151EE22102	Core Elective II	(MRKG/HRM/FIN/SYS)	40	60	3	-	3
151EE32103	Core Elective III	(MRKG/HRM/FIN/SYS)	40	60	3	-	3
151ESM2101	Seminar	PERSONAL EFFECTIVENESS - SEMINAR	50	-	-	4	2
151ESM2102	Seminar	BUSINESS BEST PRACTICES AND SUCCESS STORIES OF EMERGING LEADERS - SEMINAR	50	-	-	4	2
Total Credits					24	8	22

II Year - II Semester

Subject Code	Category	Course Title	Int. marks	Ext. marks	L	P	C
151ECS2201	Core Course I	ENTREPRENUERSHIP	40	60	3	-	3
151ECS2202	Core Course II	MANAGEMENT OF TECHNOLOGY	40	60	3	-	3
151EE42204	Core Elective IV	(MRKG/HRM/FIN/SYS)	40	60	3	-	3
151EE52205	Core Elective V	(MRKG/HRM/FIN/SYS)	40	60	3	-	3
151EE62206	Core Elective VI	(MRKG/HRM/FIN/SYS)	40	60	3	-	3
151ESM2201	Seminar	PRE SUBMISSION OF PROJECT – SEMINAR	50	-	-	4	2
151ECV2201		COMPREHENSIVE VIVA	-	100	-	4	2
151EPR2201		PROJECT	40	60	-		3
Total Credits						15	22

CORE ELECTIVE STREAMS (choose any one stream subjects as Core Electives)

MARKETING ELECTIVES
CONSUMER BEHAVIOUR
SALES AND DISTRIBUTION
INTEGRATED MARKETING COMMUNICATIONS
RETAILING MANAGEMENT
SERVICES MARKETING
INTERNATIONAL MARKETING
FINANCE ELECTIVES
STRATEGIC MANAGEMENT ACCOUNTING
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
FINANCIAL INSTITUTIONS, MARKETS & SERVICES
STRATEGIC INVESTMENT AND FINANCING DECISIONS
INTERNATIONAL FINANCIAL MANAGEMENT
FINANCIAL DERIVATIVES
HR ELECTIVES
PERFORMANCE MANAGEMENT
TRAINING AND DEVELOPMENT
MANAGEMENT OF INDUSTRIAL RELATIONS
COMPENSATION & REWARD MANAGEMENT
INTERNATIONAL HUMAN RESOURCE MANAGEMENT
LEADERSHIP & CHANGE MANAGEMENT
SYSTEMS ELECTIVES
BUSINESS INTELLIGENCE
DATABASE MANAGEMENT SYSTEMS
DECISION SUPPORT SYSTEMS
E-BUSINESS
KNOWLEDGE MANAGEMENT
INFORMATION SYSTEMS, CONTROL AND AUDIT



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

(Established by an Act No.30 of 2008 of A.P. State Legislature)

Kukatpally, Hyderabad – 500 085, Andhra Pradesh (India)

MASTER OF BUSINESS ADMINISTRATION (MBA) R13

COURSE STRUCTURE AND SYLLABUS

I SEMESTER

Code	Subjects	Approach	Credits	Marks
13MBA01	Management Fundamentals	Concepts and Cases	3	100
13MBA02	Business Laws & Regulations	Concepts and Cases	3	100
13MBA03	Financial Accounting & Analysis	Concepts & Problem Solving	3	100
13MBA04	Managerial Economics	Concepts and Cases	3	100
13MBA05	Business Environment	Concepts and Cases	3	100
13MBA06	Research Methodology & Statistical Analysis	Concepts & Problem Solving	3	100
13MBA07	Statistical Data Analysis - Practical	MS Excel(LAB)	2	100
13MBA08	Business Communication- Practical	LAB Practice	2	100

II SEMESTER

13MBA09	Human Resource Management	Concepts and Cases	3	100
13MBA10	Quantitative Analysis for Business Decisions	Concepts & Problem Solving	3	100
13MBA11	Financial Management	Concepts Cases & Problem Solving	3	100
13MBA12	Management Information system	Concepts and Cases	3	100
13MBA13	Marketing Management	Concepts and Cases	3	100
13MBA14	Business Ethics & Corporate Governance	Concepts and Cases	3	100
13MBA15	Personal Effectiveness - Seminar	Presentations, Group Discussions, Mock interviews in the class.	2	50
13MBA16	Annual Report Analysis - Seminar	Using CMIE Prowess Database/Annual reports of companies & MS-Excel	2	50

III SEMESTER

13 NBA 17	Summer Internship- Seminar	Working in any organization during summer vacation	2	50
13MBA18	Production & Operation Management	Concepts, Cases & Problem Solving	3	100
13MBA19	Strategic Management	Concepts and Cases	3	100
13MBA20	Organizational Behaviour	Concepts and Cases	3	100
13MBA21	Business Best Practices – Seminar	Internet & Interaction with Executives	2	50
	Elective 1	Concepts and Cases	3	100
	Elective 2	Concepts and Cases	3	100
	Elective 3	Concepts and Cases	3	100

IV SEMESTER

13MBA22	Entrepreneurship	Concepts and Cases	3	100
	Elective 4	Concepts and Cases	3	100
	Elective 5	Concepts and Cases	3	100
	Elective 6	Concepts and Cases	3	100
13MBA23	Success Story of an Entrepreneur- Seminar	Field Visit	2	50
Main Project Work				
13MBA24	Stage-I: Research Methodology for the Main Project Work & Collection of Main Project Related Data from CMIE Prowess DATABASE or any source, or Data collected from the field- Seminar		2	50
13MBA25	Stage-II : Statistical Analysis of Main project data using either Excel, SPSS, MINI TAB, or R- Seminar Presentation		2	50
13MBA26	Stage-III: MAIN PROJECT REPORT & VIVA		4	GRADE
TOTAL CREDITS = 66 CREDITS FOR 22 THEORY SUBJECTS + 22 CREDITS FOR 2 PRACTICALS, 7 SEMINARS AND MAIN PROJECT.			88	2750

CHOOSE ANY ONE OF THE MARKETING OR FINANCE OR HR OR SYSTEMS ELECTIVES

MARKETING ELECTIVES				
13MBA27	Consumer Behaviour	Concepts and Cases	3	100
13MBA28	Sales and Distribution	Concepts and Cases	3	100
13MBA29	Integrated Marketing Communications	Concepts and Cases	3	100
13MBA30	Retailing Management	Concepts and Cases	3	100
13MBA31	Services Marketing	Concepts and Cases	3	100
13MBA32	International Marketing	Concepts and Cases	3	100
FINANCE ELECTIVES				
13MBA33	Cost & Management Accounting	Concepts & Problem Solving	3	100
13MBA34	Security Analysis and Portfolio Management	Concepts & Problem Solving	3	100
13MBA35	Financial Institutions, Markets & Services	Concepts & Problem Solving	3	100
13MBA36	Strategic Investment and Financing Decisions	Concepts & Problem Solving	3	100
13MBA37	International Financial Management	Concepts & Problem Solving	3	100
13MBA38	Financial Derivatives	Concepts & Problem Solving	3	100
HR ELECTIVES				
13MBA39	Performance Management	Concepts and Cases	3	100
13MBA40	Training and Development	Concepts and Cases	3	100
13MBA41	Management of Industrial Relations	Concepts and Cases	3	100
13MBA42	Compensation & Reward Management	Concepts and Cases	3	100
13MBA43	Management of Change	Concepts and Cases	3	100
13MBA44	Leadership	Concepts and Cases	3	100
SYSTEMS ELECTIVES				
13MBA45	Business Intelligence	Concepts and Cases	3	100
13MBA46	Enterprise Resource Planning	Concepts and Cases	3	100
13MBA47	Decision Support System	Concepts and Cases	3	100
13MBA48	E-Business	Concepts and Cases	3	100
13MBA49	Cyber Security	Concepts and Cases	3	100
13MBA50	Information System Control and Audit	Concepts and Cases	3	100