



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 | L | T | P | C |
|--------------|--------------------------------------|-----------|----------|----------|-----------|
| 191ECS1101 | Management & Organizational Behavior | 4 | 0 | 0 | 4 |
| 191ECS1102 | Business Economics | 4 | 0 | 0 | 4 |
| 191ECS1103 | Financial Accounting & Analysis | 4 | 0 | 0 | 4 |
| 191ECS1104 | Statistics For Management | 4 | 0 | 0 | 4 |
| 191ECS1105 | Business Law & Business Environment | 4 | 0 | 0 | 4 |
| 191ECS1106 | Indian Ethos & Values | 4 | 0 | 0 | 4 |
| 191ELB1101 | Business Communication – Lab | 0 | 0 | 3 | 2 |
| 191ESM1101 | Seminar (company analysis) | 0 | 0 | 2 | 1 |
| TOTAL | | 24 | 0 | 5 | 27 |

I Year-II Semester

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

II Year-I Semester

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

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

II Year-II Semester

| Course Code | Course Title | L | T | P | C |
|--------------|-------------------------------------|-----------|----------|----------|-----------|
| 191ECS2201 | Strategic Management | 4 | 0 | 0 | 4 |
| 191ECS2202 | Logistics & Supply Chain Management | 4 | 0 | 0 | 4 |
| OE-2 | Open Elective –II | 4 | 0 | 0 | 4 |
| PE-4 | Professional Elective – IV | 4 | 0 | 0 | 3 |
| PE-5 | Professional Elective – V | 4 | 0 | 0 | 3 |
| PE-6 | Professional Elective – VI | 4 | 0 | 0 | 3 |
| 191ECV2201 | Comprehensive Viva-Voce | 0 | 0 | 0 | 1 |
| 191EPR2201 | Main Project | 0 | 0 | 4 | 3 |
| TOTAL | | 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 | L | P | C |
|----------------------|-----------------|---|-----------|----------|-----------|
| 151ECS1101 | Core Course I | MANAGEMENT AND ORGANISATIONAL BEHAVIOUR | 3 | - | 3 |
| 151ECS1102 | Core Course II | BUSINESS LAWS & BUSINESS ENVIRONMENT | 3 | - | 3 |
| 151ECS1103 | Core Course III | MANAGERIAL ECONOMICS | 3 | - | 3 |
| 151ECS1104 | Core Course IV | FINANCIAL ACCOUNTING & ANALYSIS | 3 | - | 3 |
| 151ECS1105 | Core Course V | STATISTICS FOR MANAGEMENT | 3 | - | 3 |
| 151EOE1101 | Open Elective I | CROSS CULTURE MANAGEMENT WTO & IPR TOTAL QUALITY MANAGEMENT PROJECT MANAGEMENT COMPUTER FUNDAMENTALS | 3 | - | 3 |
| 151ELB1101 | Laboratory | STATISTICAL DATA ANALYSIS - LAB | - | 2 | 2 |
| 151ESM1101 | Seminar | BUSINESS COMMUNICATION – SEMINAR | - | 2 | 2 |
| Total Credits | | | 18 | 4 | 22 |

I Year - II Semester

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

II Year – I Semester

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

II Year - II Semester

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

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

| | | | | |
|--|--|--------------------|-----------|--------------|
| 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 |