

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MASTER OF BUSINESS ADMINISTRATION MBA (Regular) R-19
Effective from Academic Year 2019 - 20 Admitted Batch

COURSE STRUCTURE AND SYLLABUS

I Year I Semester

Course Code	Course Title	L	T	P	Credits
19MBA01	Management and Organizational Behaviour	3	1	0	4
19MBA02	Business Economics	3	1	0	4
19MBA03	Financial Accounting & Analysis	3	1	0	4
19MBA04	Research Methodology and Statistical Analysis	3	1	0	4
19MBA05	Legal and Business Environment	3	1	0	4
Open Elective-I 19MBA06	6A Business Ethics and Corporate Governance 6B Project Management 6C Technology Management 6D Cross Cultural Management	3	0	0	3
19MBA07	Business Communication Lab.	0	0	2	2
19MBA08	Statistical Data Analysis Lab	0	0	2	2
	TOTAL	18	5	4	27

I Year II Semester

Course Code	Course Title	L	T	P	Credits
19MBA09	Human Resource Management	3	1	0	4
19MBA10	Marketing Management	3	1	0	4
19MBA11	Financial Management	3	1	0	4
19MBA12	Quantitative Analysis for Business Decisions	3	1	0	4
19MBA13	Entrepreneurship	3	1	0	4
19MBA14	Logistics & Supply Chain Management	3	1	0	4
Open Elective-II 19MBA15	15A Total Quality Management 15B Marketing Research 15C International Business 15D Rural Marketing	3	0	0	3
	TOTAL	21	6	0	27

Internship during Summer vacation (after Semester –II)

II Year I Semester

Course Code	Course Title	L	T	P	Credits
19MBA16	Production & Operations Management	3	1	0	4
19MBA17	Management Information Systems	3	1	0	4
19MBA18	Data Analytics	3	1	0	4
19MBA19 M1/H1/FI/E1	(MRKG/HRM/FIN/ENTP)	3	1	0	4
19MBA20 M2/H2/F2/E2	(MRKG/HRM/FIN/ENTP)	3	1	0	4
19MBA21 M3/H3/3I/E3	(MRKG/HRM/FIN/ENTP)	3	1	0	4

19MBA22	Summer Internship	0	0	0	2
	TOTAL	18	6	3	26

II Year II Semester

Course Code	Course Title	L	T	P	Credits
19MBA 23	Strategic Management	3	1	0	4
19MBA 24 M4/H4/F4/E4	(MRKG/HRM/FIN/ENTP)	3	1	0	4
19MBA25 M5/H5/F5/E5	(MRKG/HRM/FIN/ENTP)	3	1	0	4
19MBA26 M6/H6/F6/E6	(MRKG/HRM/FIN/ENTP)	3	1	0	4
19MBA27	Pre-submission project Seminar	0	0	2	2
19MBA28	Main Project Viva-Voce	0	2	4	4
	TOTAL	12	6	6	22

LIST OF ELECTIVE SUBJECTS

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

Course Code	Specialization	Credits
	MARKETING	
19MBA19M1	Digital Marketing	4
19MBA20 M2	Advertising and Sales Management	4
19MBA21 M3	Consumer Behaviour	4
19MBA24 M4	Customer Relationship Management	4
19MBA25 M5	International Marketing	4
19MBA26 M6	Services Marketing	4
	FINANCE	
19MBA19F1	Security Analysis and Portfolio Management	4
19MBA20 F2	Financial Institutions, Markets & Services	4
19MBA21 F3	Strategic Management Accounting	4
19MBA24 F4	International Financial Management	4
19MBA25 F5	Strategic Investment and Financing Decisions	4
19MBA26F6	Risk Management and Financial Derivatives	4
	HUMAN RESOURCES	
19MBA19H1	Performance Management Systems	4
19MBA20 H2	Learning and Development	4
19MBA21 H3	Management of Industrial Relations	4
19MBA24 H4	International Human Resource Management	4
19MBA25H5	Leadership and Change Management	4
19MBA26 H6	Talent and Knowledge Management	4
	ENTREPRENEURSHIP	
19MBA19E1	Startup Management	4
19MBA20 E2	MSME Management	4
19MBA21 E3	Family Business Management	4
19MBA24E4	Entrepreneurial Finance	4
19MBA25 E5	Entrepreneurial Marketing	4
19MBA26 E6	Creativity Innovation and Entrepreneurship	4