

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MASTER OF BUSINESS ADMINISTRATION
MBA (Regular) R-22 COURSE STRUCTURE AND SYLLABUS

Effective from Academic Year 2022-23 Admitted Batch

I Year I Semester

Course Code	Course Title	L	T	P	Credits
22MBA01	Management and Organizational Behavior	4	0	0	4
22MBA02	Business Economics	4	0	0	4
22MBA03	Financial Reporting & Analysis	4	0	0	4
22MBA04	Research Methodology and Statistical Analysis	4	0	0	4
22MBA05	Legal and Business Environment	4	0	0	4
Open Elective-I 22MBA06	6A Business Ethics and Corporate Governance 6B Project Management 6C Sustainability Management 6D Cross Cultural Management	3	0	0	3
22MBA07	Business Communication Lab	0	0	2	2
22MBA08	Statistical Data Analysis Lab	0	0	2	2
	TOTAL	23	0	4	27

I Year II Semester

Course Code	Course Title	L	T	P	Credits
22MBA09	Human Resource Management	4	0	0	4
22MBA10	Marketing Management	4	0	0	4
22MBA11	Financial Management	4	0	0	4
22MBA12	Quantitative Analysis for Business Decisions	4	0	0	4
22MBA13	Entrepreneurship and Design Thinking	4	0	0	4
22MBA14	Logistics & Supply Chain Management	4	0	0	4
Open Elective-II 22MBA15	15A Total Quality Management 15B Marketing Research 15C International Business 15D Rural Marketing	3	0	0	3
	TOTAL	27	0	0	27

Internship during Summer vacation (after Semester –II)**II Year I Semester**

Course Code	Course Title	L	T	P	Credits
22MBA16	Production & Operations Management	4	0	0	4
22MBA17	Management Information Systems	4	0	0	4
22MBA18	Business Analytics	4	0	0	4
22MBA19 M1/H1/FI/E1	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA20 M2/H2/F2/E2	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA21 M3/H3/3I/E3	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA22	Summer Internship	0	0	2	2
	TOTAL	24	0	2	26

II Year II Semester

Course Code	Course Title	L	T	P	Credits
22MBA 23	Strategic Management	4	0	0	4
22MBA 24 M4/H4/F4/E4	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA25 M5/H5/F5/E5	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA26 M6/H6/F6/E6	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA27	Pre-submission project Seminar	0	0	2	2
22MBA28	Main Project Viva-Voce	0	0	4	4
	TOTAL	16	0	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	
22MBA19M1	Digital Marketing	4
22MBA20 M2	Sales and Promotion Management	4
22MBA21 M3	Consumer Behavior	4
22MBA24 M4	International Marketing	4
22MBA25 M5	Services Marketing	4
22MBA26 M6	Marketing Analytics	4
	FINANCE	
22MBA19F1	Security Analysis and Portfolio Management	4
22MBA20 F2	Risk Management and Financial Derivatives	4
22MBA21 F3	Strategic Cost and Management Accounting	4
22MBA24 F4	International Financial Management	4
22MBA25 F5	Strategic Financial Management	4
22MBA26F6	Financial Analytics	4
	HUMAN RESOURCES	
22MBA19H1	Talent and Performance Management Systems	4
22MBA20 H2	Learning and Development	4
22MBA21 H3	Employee Relations	4
22MBA24 H4	International Human Resource Management	4
22MBA25H5	Leadership and Change Management	4
22MBA26 H6	HR Analytics	4
	ENTREPRENEURSHIP	
22MBA19E1	Startup and MSME Management	4
22MBA20 E2	Technology Business Incubation	4
22MBA21 E3	Innovation and Entrepreneurship	4
22MBA24E4	Entrepreneurial Finance	4
22MBA25 E5	Entrepreneurial Marketing	4
22MBA26 E6	Family Business Management	4