

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**MASTER OF BUSINESS ADMINISTRATION (MBA) R17**  
**Effective from Academic Year 2017 - 18 admitted batch**

**COURSE STRUCTURE AND SYLLABUS**

**I Semester**

Course Code	Course Title	Int. marks	Ext. marks	L	T	P	C
17MBA01	Management and Organisational Behaviour	25	75	3	1	0	4
17MBA02	Business Economics	25	75	3	1	0	4
17MBA03	Financial Accounting & Analysis	25	75	3	1	0	4
17MBA04	Business Statistics	25	75	3	1	0	4
17MBA05	Business Law and Ethics	25	75	3	1	0	4
OPEN ELECTIVE-I 17MBA06	6A Business Research Methodology 6B Project Management 6C Technology Management 6D Rural Marketing	25	75	3	0	0	3
17MBA07	Business Communication - Lab	100	-	0	0	3	2
<b>TOTAL</b>		<b>250</b>	<b>450</b>	<b>18</b>	<b>5</b>	<b>3</b>	<b>25</b>

**II Semester**

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
17MBA08	Human Resource Management	25	75	3	1	0	4
17MBA09	Marketing Management	25	75	3	1	0	4
17MBA10	Financial Management	25	75	3	1	0	4
17MBA11	Quantitative Analysis for Business Decisions	25	75	3	1	0	4
17MBA12	Entrepreneurship	25	75	3	1	0	4
OPEN ELECTIVE-II 17MBA13	13A Total Quality Management 13B Corporate Governance 13C International Business 13D Supply Chain Management	25	75	3	0	0	3
17MBA14	Summer Internship	100	-	0	0	3	2
<b>TOTAL</b>		<b>250</b>	<b>450</b>	<b>18</b>	<b>5</b>	<b>3</b>	<b>25</b>

**III Semester**

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
17MBA15	Production & Operations Management	25	75	3	1	0	4
17MBA16	Management Information Systems	25	75	3	1	0	4
17MBA17	Data Analytics	25	75	3	1	0	4

17MBA18 M1/H1/FI/E1	(MRKG/HRM/FIN/ Entrepreneurship)	25	75	3	0	0	3
17MBA19 M2/H2/F2/E2	(MRKG/HRM/FIN/ Entrepreneurship )	25	75	3	0	0	3
17MBA20 M3/H3/F3/E3	(MRKG/HRM/FIN/ Entrepreneurship )	25	75	3	0	0	3
<b>TOTAL</b>		<b>150</b>	<b>450</b>	<b>18</b>	<b>3</b>	<b>0</b>	<b>21</b>

#### IV Semester

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
17MBA21	Strategic Management	25	75	3	1	0	4
17MBA22 M4/H4/F4/E4	(MRKG/HRM/FIN/ Entrepreneurship)	25	75	3	0	0	3
17MBA23 M5/H5/F5/E5	(MRKG/HRM/FIN/ Entrepreneurship)	25	75	3	0	0	3
17MBA24 M6/H6/F6/E6	(MRKG/HRM/FIN/ Entrepreneurship)	25	75	3	0	0	3
17MBA25	Pre Submission of Project Work	100	-	0	1	1	1
17MBA26	Comprehensive Viva-Voce	-	100	0	1	1	1
17MBA27	Main Project Viva-Voce	-	100	0	0	5	2
<b>TOTAL</b>		<b>200</b>	<b>500</b>	<b>12</b>	<b>3</b>	<b>7</b>	<b>17</b>

#### 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	MARKETING	Credits
17MBA18 M1	Digital Marketing	3
17MBA19 M2	Advertising and Sales Management	3
17MBA20 M3	Consumer Behaviour	3
17MBA22M4	Customer Relationship Management	3
17MBA23M5	International Marketing	3
17MBA24M6	Marketing of Services	3
<b>FINANCE</b>		
17MBA18F1	Security Analysis and Portfolio Management	3
17MBA19F2	Financial Institutions, Markets & Services	3
17MBA20F3	Strategic Management Accounting	3
17MBA22F4	International Financial Management	3
17MBA23F5	Strategic Investment and Financing Decisions	3
17MBA24F6	Risk Management	3
<b>HUMAN RESOURCES</b>		
17MBA18H1	Performance Management Systems	3
17MBA19H2	Learning and Development	3

17MBA20H3	Management of Industrial Relations	3
17MBA22H4	International Human Resource Management	3
17MBA23H5	Leadership and Change Management	3
17MBA24H6	Talent and Knowledge Management	3
	<b>ENTREPRENEURSHIP</b>	
17MBA18E1	Start up Management	3
17MBA19E2	MSME Management	3
17MBA20E3	Family Business Management	3
17MBA22E4	Entrepreneurial Finance	3
17MBA23E5	Entrepreneurial Marketing	3
17MBA24E6	Creativity Innovation and Entrepreneurship	3