

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MASTER OF BUSINESS ADMINISTRATION (MBA) R15**

**COURSE STRUCTURE AND SYLLABUS**

**I Year – I Semester**

Category	Course Title	Int. marks	Ext. marks	L	P	C
Core Course II	MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	25	75	3	-	3
Core Course II	BUSINESS LAWS & BUSINESS ENVIRONMENT	25	75	3	-	3
Core Course III	MANAGERIAL ECONOMICS	25	75	3	-	3
Core Course IV	FINANCIAL ACCOUNTING & ANALYSIS	25	75	3	-	3
Core Course V	STATISTICS FOR MANAGEMENT	25	75	3	-	3
Open Elective I	<ul style="list-style-type: none"> <li>• CROSS CULTURE MANAGEMENT</li> <li>• WTO &amp; IPR</li> <li>• TOTAL QUALITY MANAGEMENT</li> <li>• PROJECT MANAGEMENT</li> </ul>	25	75	3	-	3
Laboratory	STATISTICAL DATA ANALYSIS - LAB	50	-	-	4	2
Seminar	BUSINESS COMMUNICATION- SEMINAR	50	-	-	4	2
<b>Total Credits</b>				<b>18</b>	<b>8</b>	<b>22</b>

**I Year - II Semester**

Category	Course Title	Int. marks	Ext. marks	L	P	C
Core Course I	HUMAN RESOURCE MANAGEMENT	25	75	3	-	3
Core Course II	MARKETING MANAGEMENT	25	75	3	-	3
Core Course III	FINANCIAL MANAGEMENT	25	75	3	-	3
Core Course IV	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	25	75	3	-	3
Core Course V	MIS & ERP	25	75	3	-	3
Open Elective I	<ul style="list-style-type: none"> <li>• FOREIGN TRADE</li> <li>• BANKING,INSURANCE &amp; RISK MANAGEMENT</li> <li>• LOGISTICS &amp; SUPPLY CHAIN MANAGEMENT</li> <li>• MSME MANAGEMENT</li> </ul>	25	75	3	-	3
Laboratory	ANNUAL REPORT ANALYSIS - LAB	50	-	-	4	2
Seminar	SUMMER INTERNSHIP - SEMINAR	50	-	-	4	2
<b>Total Credits</b>				<b>18</b>	<b>8</b>	<b>22</b>

**II Year – I Semester**

Category	Course Title	Int. marks	Ext. marks	L	P	C
Core Course I	PRODUCTION & OPERATIONS MANAGEMENT	25	75	3	-	3
Core Course II	STRATEGIC MANAGEMENT	25	75	3	-	3
Core Course III	RESEARCH METHDOLOGY	25	75	3	-	3
Core Elective I	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Core Elective II	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Core Elective III	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Seminar	PERSONAL EFFECTIVENESS - SEMINAR	50	-	-	4	2
Seminar	BUSINESS BEST PRACTICES AND SUCCESS STORIES OF EMERGING LEADERS - SEMINAR	50	-	-	4	2
<b>Total Credits</b>				<b>18</b>	<b>8</b>	<b>22</b>

**II Year - II Semester**

Category	Course Title	Int. marks	Ext. marks	L	P	C
Core Course I	ENTREPRENUERSHIP	25	75	3	-	3
Core Course II	MANAGEMENT OF TECHNOLOGY	25	75	3	-	3
Core Elective IV	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Core Elective V	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Core Elective VI	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Seminar	PRE SUBMISSION OF PROJECT –SEMINAR	50	-	-	4	2
	COMPREHENSIVE VIVA	-	100	-	4	2
	PROJECT	25	75	-		3
<b>Total Credits</b>				15	8	22

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

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

## **Guidelines:**

The guidelines of the MBA four semesters under CBCS are as follows:

### **I Semester and II Semester:**

The first and second semesters contain 8 courses each of which first five are core courses, which are compulsory to all the students. The sixth course is Open Elective offered for the other branches of PG Courses of the University. However, the MBA students of School of Management Studies of JNTUH and Affiliated Colleges will register Open Elective Courses offered by the other branches (as per the Student Choice) and should complete it. The stand alone colleges of MBA students may register Open Elective subject in the other branches/departments or nearby Colleges of JNTUH. In the first semester SDA Lab and Business Communication Seminar are offered as internal papers and in second semester. AR Analysis and Summer Internship are offered as internal papers. MBA Department students should not select any of the subjects offered under open elective streams. The aim of CBCS as per the guidelines of UGC is such that, every branch of students have to study and complete some courses of unrelated branches. The MBA students are expected to study any one of the subjects of their choice in any one of the departments such as CSE, ECE, EEE, ME, Metallurgy, CE, Biotechnology, MCA etc. It is to be noted that the MBA students have to register and study the open elective subjects only in the PG Departments.

### **III Semester:**

In the third semester, first three core courses are compulsory to all the students and four, five six are core electives offered. Under Core Electives – four different streams of Specializations are offered such as Marketing, HRM, Finance and Systems. Under each specialization 6 different courses/subject are offered and Students are free/open to opt any one of the four specializations offered. If a student opts for Finance Specialization, he has to study all three courses of Finance only in III Semester. The same is the case with HRM, Marketing and Systems. This type of elective system is imposed keeping in mind, the Industry/Banks/Private Sector/Public Sector expectations for their recruitment and selection process. A Seminar on the Business best practice and success stories of emerging leaders has been introduced as an internal paper which will be evaluated by an Internal examiner as per the Academic Regulations. Personal Effectiveness Seminar is also introduced as an internal paper in this semester.

### **IV Semester:**

The first two courses of fourth semester are core courses which are compulsory to all the students. The students are supposed to study 3, 4 and 5 as Elective Courses. Under Core Electives – four different streams of Specializations are offered such as Marketing, HRM, Finance and Systems. Under each specialization 6 different courses are offered and Students are free/open to opt any one of the four specializations offered. If a student opts for Finance Specialization, he has to study all three courses of Finance only in the IV Semester. The same is the case with HRM, Marketing and Systems. This type of elective system is imposed keeping in mind, the Industry/Banks/Private Sector/Public Sector expectations for their recruitment and selection process. The 6<sup>th</sup> course is on pre-submission of the Project Seminar which is internal. The purpose of this course is to review the progress of MBA project of the Students and to guide them appropriately on the selection of Project Title, framing of objectives, hypotheses and

sampling selection. The 7<sup>th</sup> course is introduced as Comprehensive Viva which is External and the purpose is to evaluate the students subject knowledge in all the four semesters. The purpose of this course is particularly to enhance the employment potential of the student. The 8<sup>th</sup> course is MBA project for 100 marks, out of which 25 are internal and 75 are external and students are expected to complete the project within the time frame of 4<sup>th</sup> Semester academic calendar.

**Please note:** Colleges should mention every PRACTICAL /LAB AND Seminar Presentation Paper in the time table and faculty should be assigned accordingly and shown as workload. Purchase of CMIE Prowess Database and communication software/database is mandatory. Purchase of journals is also mandatory and students should be inspired to present journal articles, relevant to their area of interest, in the regular class. The academic committee should plan at least one presentation for ten minutes per week by every student without using any written notes or ppt.

### **Objectives of JNTUH MBA Programme**

#### **The objectives of MBA 2015 syllabus are:**

- To prepare graduates with the managerial skills necessary to enter careers in
  - Marketing
  - Finance
  - Human Resources
  - Systems
- To strengthen their knowledge of
  - Business Environmental Scanning
  - Planning, Organizing, Directing & Controlling
  - Decision Making and Communication
  - Establishing & Maintaining Organizations
  - Ensuring Growth and Stability of Organizations.
- To acquire ability to procure and utilize resources effectively and efficiently so as to achieve organizational, individual and societal objectives.

**Outcomes: Through outcome based learning centric approaches like case studies, group discussions, field visits, reading of books, References & journals, MBA graduates will be capable of:**

- a. Understanding business process and add value to it.
- b. Conducting management research to identify the reasons for the problems and to find solutions.
- c. Utilizing modern approaches and best practices to manage organizations.
- d. Use authority and power to influence people to get the work done.
- e. Understand organizational dynamics and interpersonal relations.
- f. Managing change.
- g. Developing employability skills to get jobs.

### **JOURNALS**

The colleges can procure any of the following journals to suit the minimum AICTE/JNTUH guidelines and in the interest of the students and faculty may procure more journals to create a management research environment in their colleges..

#### **NATIONAL JOURNALS:**

1. Vikalpa, IIM Ahmedabad, Frequency: quarterly.
2. IIM Bangalore Management Review. Frequency: Quarterly.
3. Decision, IIM Calcutta, Frequency: half yearly.
- 4..The Journal of Entrepreneurship, Frequency: Twice a Year.
5. Udyog Pragati, Frequency: Quarterly. SAGE.

7. Journal of Human Values, twice a Year. SAGE
8. Vision.The Journal of Business Perspective, Frequency: Quarterly.

#### **MARKETING**

1. Indian Journal of Marketing, Frequency: monthly.
2. MICA Communications, Frequency: Bi Annual.

#### **FINANCE**

1. Chartered Accountant, Frequency: Quarterly.
2. Finance India, Frequency: Quarterly.
3. Human Capital, Frequency: Monthly.
4. Management Accountant, Frequency: Monthly.
5. Journal of Accounting & Finance, Frequency: Half yearly.

#### **HR**

1. Indian Journal of Industrial Relation, Frequency: Quarterly.
2. NHRD Journal of Career Management, SAGE
3. Management and Labour Studies, Frequency: Quarterly. SAGE.
4. Personnel today, Frequency: Quarterly.
5. Leadership excellence (Indian Edition), Frequency: Monthly.
6. Indian Journal of Training & Development, Frequency: Quarterly.

#### **INTERNATIONAL JOURNALS**

1. Harvard Business Review, Frequency: yearly 10.
2. Supervision
3. Academy of Management Journal
4. Academy of Management Perspectives.
5. Marketing Research.
6. Journal of Finance.

#### **MAGAZINES:**

1. Indian Management Frequency: Monthly.
2. Business India, Frequency: 26 yearly.
3. Business World Frequency: 52 yearly.
4. Business Today Frequency: 26 yearly.
5. Fortune International Frequency: 26 yearly.
6. University News Frequency: 52 yearly.
7. Capital market Frequency: 26 yearly.

#### **DATA BASES**

1. CENTRE FOR MONITORING INDIAN ECONOMY, PROWESS. For details visit [www.cmie.com](http://www.cmie.com)
2. R.B.I Bulletin Frequency: Monthly.
3. ECONOMIC SURVEY: For details visit Planning Commission Website.

**FUNDS:** The college managements may note that there are several major and minor research projects and funds available with UGC and AICTE. The principal and faculty may be advised to apply by visiting UGC and AICTE websites from time to time.

Faculty and Students are requested to note that the syllabus 2015 is designed with an intention to give an opportunity to the students to focus on the job they want to do after MBA. **“Students may be informed that taking of short cuts to complete seminars and project may lead to hardships in the short and long run”**. Faculty are also requested to be facilitators in the class room and inspire the students to discuss cases in the class. The curriculum provides ample scope for the students to make seminar presentations in the class. They are advised to note all the mini projects and work continuously from the first semester. The reports may be submitted as per the syllabus structure.

In order to increase seriousness among students to do the main project work, two seminar papers are introduced. For details for evaluation of practicals and seminar presentations please refer JNTUH Academic Regulations.. Students are advised to integrate the practicals, seminars with the job they prefer after MBA.

## **PEDAGOGY FOR JNTUH MBA**

### **Case Analysis and Preparation:**

Business Administration and Management can be well understood if cases are analyzed by students and faculty in every class daily. This will enable MBA students develop communication skills and give exposure to practical and live examples of how managers are taking decisions on different situations they come across on a regular basis. In addition students should interact with company executives and prepare case lets. This will help them understand the internal and external factors affecting an organization's growth and also understand the challenges of executives and the organization.

### **Student Presentations on Field Visits**

Students should make a field visit to any small, medium or large organization or any entrepreneur. They can also visit shops, petrol bunks, dealers, distributors, retailers, companies or their branch offices in their nearby cities, towns and villages to understand their business model. They may also offer to help the business organizations over a period of two years (as and when possible) and gain the practical exposure. Presentation of their experiences during the field visits will enable them to enhance their creativity towards solutions for the issues and challenges they observe during the field visits.

### **Expert Lectures and Seminars**

The faculty of the MBA departments should organize seminars and give opportunity for their students to express their ideas. Faculty from the college or nearby colleges can be judges to evaluate performance in the seminar presentations. Every faculty of marketing, finance, HR and Systems should come together to conduct a two day seminar for each elective they teach and experts from the industry and academia should be invited to share their ideas. College managements are requested to give their full support in this regard.

### **Industrial Visits:**

All the MBA students should plan and visit various organizations and observe the real life situations and problems. This will enable them to understand how different strategies, policies and approaches are implemented in different organizations.

### **Faculty as Facilitator:**

There are several sources of cases available from books, business magazines like Business Today, Business World etc., News Papers like Business Standard, Journals like HBR, Vikalpa etc. Even soft copies of these cases are available in the internet. For example if we type business standard cases in google we can see weekly cases along with solutions offered by the corporate executives. Faculty should inspire students and act as a facilitator to motivate students to analyze cases in every class and also encourage them to go for field visits.

### **College Academic Committee:**

College is expected to constitute an academic committee Chaired by the MBA head and all subject teachers to discuss case studies to be conducted in the class, reference material and session plan to cover the syllabus. Cases / Assignments should be planned and circulated in advance to the students.

**PLEASE NOTE: CASES IN THE SYLLABUS ARE SUGGESTIVE AND FACULTY ARE FREE TO USE ANY CASE FROM ANY SOURCE TO UNDERSTAND THE REALITIES OF THE INDUSTRY. STUDENTS MAY ALSO BE INSPIRED TO BRING INTERESTING CASES, MANAGEMENT AND LEADERSHIP VIDEOS FROM YOUTUBE FOR DISCUSSIN IN THE CLASS. COLLEGE SHOULD PROVIDE ONE ROOM WITH AUDIO VISUAL AIDS.**