



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
Kakinada-533003, Andhra Pradesh (India)

Program wise Curriculum Analysis of (R16)

Program Code	Program Name	No of Courses having focus on			Total Courses	Percentage
		Employability	Entrepreneurship	Skill development		
1E	MBA	43	4	3	27	
	1 st year	9	2	2	12	44%
	2 nd year	12	2	1	15	55%


Coordinator

Dr. N. BALAJI, M.E., Ph.D.
Professor of ECE
Director of IQAC
INTUK, KAKINADA- 533 003.
Andhra Pradesh

Chairman, Board of Studies


REGISTRAR
J.N.T. University Kakinada
Kakinada-533003



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA

Kakinada-533003, Andhra Pradesh (India)

Course wise Curriculum Analysis(R16)

Program Code: 1E

Program Name: MBA

Year: 1

Semester: 1

Course code	Course name	Employability (Yes/No)	Entrepreneurship (Yes/No)	Skill development (Yes/No)
C-101	Principles of Management	yes		
C-102	Managerial Economics	yes		
C-103	Accounting for Managers	yes		
C-104	Managerial Communications & Soft Skills			
C-105	Business Environment	yes		
C-106	Quantitative Analysis for Business Decisions		yes	
C-107	IT-LAB			yes
Total		4	1	1


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Kakinada-533003, Andhra Pradesh (India)

Course wise Curriculum Analysis(R16)

Program Code: 1E

1E

Program Name:MBA

Year: 1

Semester: 2

Course code	Course name	Employability (Yes/No)	Entrepreneurship (Yes/No)	Skill development (Yes/No)
C-201	Financial Management	Yes		
C-202	Human Resource Management	Yes		
C-203	Marketing Management	Yes		
C-204	Production and Operations Management	Yes		
C-205	Business Research Methods		Yes	
C-206	Organizational Behaviour	Yes		
C- 208	Mini Project * Seminar on Mini Project			Yes
Total		5	1	1

NW2
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Kakinada-533003, Andhra Pradesh (India)

Course wise Curriculum Analysis(R16)

Program Code: 1E

Program Name: MBA

HUMAN RESOURCE MANAGEMENT Year: 2

Semester: 3

Course code	Course name	Employability (Yes/No)	Entrepreneurship (Yes/No)	Skill development (Yes/No)
C-301	Strategic Management	Yes		
C-302	Legal Aspects of Business	Yes		
C-303	Business Ethics & Corporate Governance	yes		
EH-301	Leadership Management	Yes		
EH-302	Compensation and Reward Management	Yes		
EH-303	Performance Management	yes		
EH-304	Strategic Human Resource Management	yes		
	Total	7		

NW

Program Code: 1E

Program Name: MBA

Year: 2

Semester: 4

Course code	Course name	Employability (Yes/No)	Entrepreneurship (Yes/No)	Skill development (Yes/No)
C-401	Logistic and Supply Chain Management	Yes		
C-402	Entrepreneurship Development		Yes	
EH-401	Organizational Development & Change Management	Yes		
EH-402	Global HRM	Yes		
EH-403	Labor Welfare & Legislation	yes		
EH-404	Management of Industrial Relations	Yes		
	Total	5	1	


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Kakinada-533003, Andhra Pradesh (India)

Course wise Curriculum Analysis(R16)

Program Code: 1E

Program Name: MBA

Finance

Year: 2

Semester: 3

Course code	Course name	Employability (Yes/No)	Entrepreneurship (Yes/No)	Skill development (Yes/No)
C-301	Strategic Management	yes		
C-302	Legal Aspects of Business	yes		
C-303	Business Ethics & Corporate Governance	Yes		
EF-301	Security Analysis and Portfolio Management	Yes		
EF-302	Banking and Insurance Management	Yes		
EF-303	Advance Management Accounting	Yes		
EF-304	Strategic Financial Management	Yes		
	Total	7		

Nh2

Program Code:

1E

Program Name: MBA

Year: 2

Semester: 4

Course code	Course name	Employability (Yes/No)	Entrepreneurship (Yes/No)	Skill development (Yes/No)
C-401	Logistic and Supply Chain Management	yes		
C-402	Entrepreneurship Development		yes	
EF-401	Financial Markets and Services	Yes		
EF-402	Global Financial Management	Yes		
EF-403	Risk Management	Yes		
EF-404	Tax Management	Yes		
	Total	6		


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Kakinada-533003, Andhra Pradesh (India)

Course wise Curriculum Analysis(R16)

Program Code: 1E

Program Name: MBA

SYSTEMS

Year: 2

Semester: 3

Course code	Course name	Employability (Yes/No)	Entrepreneurship (Yes/No)	Skill development (Yes/No)
C-301	Strategic Management	yes		
C-302	Legal Aspects of Business	yes		
C-303	Business Ethics & Corporate Governance	yes		
ES-301	E-Business	yes		
ES-302	RDBMS	yes		
ES-303	Web Designing			yes
ES-304	System Analysis & Design	yes		
Total		6		1

NW2

Program Code: 1E

Program Name: MBA

Year: 2

Semester: 4

Course code	Course name	Employability (Yes/No)	Entrepreneurs hip (Yes/No)	Skill development (Yes/No)
C-401	Logistic and Supply Chain Management	yes		
C-402	Entrepreneurship Development		yes	
EM-401	Business Intelligence			yes
EM-402	Enterprise Resource Planning	yes		
EM-403	Cyber Laws & Security	yes		
EM-404	Information Systems Audit	yes	yes	
	Total	4	2	1


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Course wise Curriculum Analysis(R16)

Program Code: 1E

Program Name: MBA

MARKETING

Year: 2

Semester: 3

Course code	Course name	Employability (Yes/No)	Entrepreneurship (Yes/No)	Skill development (Yes/No)
C-301	Strategic Management	yes		
C-302	Legal Aspects of Business	yes		
C-303	Business Ethics & Corporate Governance	yes		
EM-301	Consumer Behavior	Yes		
EM-302	Retail Management	Yes		
EM-303	Customer Relationship Management	Yes		
EM-304	Strategic Marketing Management	yes		
	Total	7		

NW

Program Code: 1E

Program Name: MBA

Year: 2

Semester: 4

Course code	Course name	Employability (Yes/No)	Entrepreneur ship (Yes/No)	Skill development (Yes/No)
C-401	Logistic and Supply Chain Management			
C-402	Entrepreneurship Development			
EM-401	Services Marketing	Yes		
EM-402	Promotional and Distribution Management	Yes		
EM-403	Global Marketing Management	Yes		
EM-404	Supply Chain Management	Yes		
	Total	4		


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