JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA

Kakinada-533003, Andhra Pradesh (India)

Program wise Curriculum Analysis of (R19)

Program Code	Program Name	No of Courses having focus on			Total Courses	Percentage
		Employability	Entrepreneurship	Skill development		
1E	MBA				21	
	1st year	8	2	3	13	43%
	2nd year	9	1	6	10	66%

Coordinator

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Director
School of Management Studies
Jawaharlal Nehru Technological University, Kakina:
KAKINADA-533 003, (A.P), India

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

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA

Kakinada-533003, Andhra Pradesh (India)

Course wise Curriculum Analysis(R19)

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	Management and Organizational Behavior	yes		
C-102	Managerial Economics	yes		
C-103	Accounting for Managers	yes		
C-104	Quantitative Analysis for Business Decisions			
C-105	Legal and Business Environment	yes		
C-106	Business Communication and Soft skills		yes	
C-107 Open Elective	Cross Cultural Management Rural Innovation projects MOOCs : SWAYAM/NPTEL- Related to Management Courses other than listed courses in the syllabus			
C-108	Business Communication and Soft skills Lab			yes
C-109	Information Technology – Lab1(Spreadsheet and Tally)			yes
Total		4	1	2

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Course wise Curriculum Analysis(R19)

Program Code: 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	Operations Management	Yes		
C-205	Business Research Methods		Yes	
C-206 open elective	Project Management Technology Management Lean Management Database Management System			
C-207	IT-lab 2(Programming R)			Yes
	Total	4	1	1

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Course wise Curriculum Analysis(R19)

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)
EH-301	Leadership and Change Management	Yes		
EH-302	Performance Evaluation and Compensation Management	Yes		
EH-303	Human Resource Metrics and Analytics	yes		
EH-304	Human Capital Management	yes		
EH-305	Manpower Planning, Recruitment, and Selection	yes		
	Total	5		

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)
EH-401	Labor Welfare and employment laws	Yes		
EH-402	International HRM	Yes		
EH-403	Employee Relations and Engagement	yes		
EH-404	Human Resources Development	Yes		
EH-405	Strategic HRM	yes		
	Total	5		

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Course wise Curriculum Analysis(R19)

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)
EF-301	Investment Analysis and Portfolio Management	Yes		
EF-302	Managing Banks and Financial Institutions	Yes		
EF-303	Financial Markets and Services	Yes		
EF-304	Mergers, Acquisitions and Corporate Restructuring	Yes		
EF-305	Taxation	yes		
	Total	5		

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)
EF-401	Financial Derivatives	Yes		
EF-402	Global Financial Management	Yes		
EF-403	Financial Risk Management	Yes		
EF-404	Strategic Financial Management	Yes		
EF-405	Behavioral Finance	yes		
	Total	5		

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Course wise Curriculum Analysis (R19)

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)
ES-301	Data Mining for Business Decisions	yes		
ES-302	Managing Software Projects	yes		
ES-303	Web Designing			yes
ES-304	Business Analytics	yes		
ES-305	Managing Digital Innovation and Transformation	yes		
	Total	4		1

Program Code: 1E   Program Name: MBA   Year: 2   Semester: 4

Course code	Course name	Employability (Yes/No)	Entrepreneurship (Yes/No)	Skill development (Yes/No)
EM-401	Big Data Analytics			yes
EM-402	Enterprise Resource Planning	yes		
EM-403	Cyber Laws & Security	yes		
EM-404	Information Systems Audit		yes	yes
EM-405	Artificial Intelligence and Machine Learning	yes		
	Total	3	1	2

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Course wise Curriculum Analysis(R19)

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)
EM-301	Consumer Behavior	Yes		
EM-302	Retail Management	Yes		
EM-303	Customer Relationship Management	Yes		
EM-304	Strategic Marketing Management	yes		
EM-305	Digital and Social Media Marketing			yes
	Total	4		1

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)
EM-401	Services Marketing	Yes		
EM-402	Promotional and Distribution Management	Yes		
EM-403	Green Marketing	Yes		
EM-404	Advertising and Brand Management			yes
EM-405	Global Marketing Management	yes		
	Total	4		1

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Course wise Curriculum Analysis(R19)

Program Code: 1E   Program Name: MBA

LOGISTICS AND SUPPLY CHAIN MANAGEMENT   Year: 2   Semester: 3

Course code	Course name	Employability (Yes/No)	Entrepreneurship (Yes/No)	Skill development (Yes/No)
EL-301	Store keeping and Warehousing management	yes		
EL-302	Transportation and Infrastructure Management for SCM	yes		
EL-303	Purchasing and Material Management	yes		
EL-304	Reverse Logistics	yes		
EL-305	Supply Chain Risk Management	yes		
	Total	5		

Program Code: 1E   Program Name: MBA   Year: 2   Semester: 4

Course code	Course name	Employability (Yes/No)	Entrepreneurship (Yes/No)	Skill development (Yes/No)
EL-401	Enterprise Resource Planning	yes		
EL-402	International Logistics Management	Yes		
EL-403	Lean Supply Chain Management			Yes
EL-404	Shipping and Maritime law	Yes		
EL-405	Green Supply Chain Management	yes		
	Total	4		1

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