



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

MASTER OF BUSINESS ADMINISTRATION

Vision

To build leaders and Entrepreneurs through holistic transformation and innovative management education

Mission

- To develop management skills through imparting theory and practice
- To develop academic excellence through research in management education
- To produce professional managers by innovative teaching methods

I-SEMESTER

Course Code	Management and Organizational Behavior
C-101	

COURSE OBJECTIVE:

Objective of the course is to give a basic perspective of Management. This will form foundation to study other functional areas of management and to provide the students with the conceptual framework and the theories underlying Organizational behavior.

Course Code	Managerial Economics
C-102	

COURSE OBJECTIVE:

This subject seeks to equip the students with the analytical tools of Economics and apply the same to rational managerial decision-making. It further seeks to develop economic way of thinking in dealing with practical business problems and challenge.

Course Code	Accounting for Managers
C-103	

COURSE OBJECTIVE:

The objective of this course is to acquaint the students regarding various accounting concepts and its application in managerial decision making

Course Code	Quantitative Analysis for Business Decisions
C-104	

COURSE OBJECTIVE:

Students would be able to acquire an understanding of descriptive statistical tools like measures of central tendency & measures of variation and apply these tools to real life situations.



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Course Code	Legal and Business Environment
C-105	

COURSE OBJECTIVE:

To acquaint students with the issues of Indian business environment in which business has to operate, to relate the impact of environment on business in an integrated manner, and to give an exposure to important commercial and industrial laws.

Course Code	Business Communication and Soft skills
C-106	

COURSE OBJECTIVE:

To acquaint the students with fundamentals of communication, help them honing oral, written and non-verbal communication skills and to transform them as effective communicators.

Course Code	Cross Cultural Management (Open Elective)
C-107	

COURSE OBJECTIVE:

The objective of this course is to enhance the ability of class members to interact effectively with people from cultures other than their own, specifically in the context of international business. The course is aimed at significantly improving the ability of practicing managers to be effective global managers.

Course Code	Rural Innovation projects (Open Elective)
C-107	

COURSE OBJECTIVE:

To make the students understand various natural resources and their importance in rural development.

Course Code	MOOCs: SWAYAM/NPTEL- Related to Management Courses other than listed courses in the syllabus (Open Elective)
C-107	

Course Code	Business Communication and Soft skills Lab
C-108	

COURSE OBJECTIVE:

The objective of this Workshop is to develop soft skills and business communication etiquette

Course Code	Information Technology – Lab1 (Spreadsheet and Tally)
C-109	

COURSE OBJECTIVE:

To teach the students the fundamentals of MS excel and tally



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II SEMESTER

Course Code	Financial Management
C-201	

COURSE OBJECTIVE:

The Course is designed for the students to understand the Financial Management concepts and to identify, enrich and fulfill the needs of Financial Markets.

Course Code	Human Resource Management
C-202	

COURSE OBJECTIVE:

To equip the students with basic concepts of Human Resource Management and the various functions of HRM including Industrial Relations in the liberalized, socialism environment.

Course Code	Marketing Management
C-203	

COURSE OBJECTIVE:

The Course is designed for the students to understand the Marketing concepts and to identify, enrich and fulfill the needs of customers and markets.

Course Code	Operations Management
C-204	

COURSE OBJECTIVE:

This Course is designed to make student understand the strategic significance of Operation management, to acquaint them with application of discipline to deal with real life business problem

Course Code	Business Research Methods
C-205	

COURSE OBJECTIVE:

Developing the students in Research orientation and to acquaint them with fundamental of research methods

Course Code	Project Management (Open Elective)
C-206	

COURSE OBJECTIVE:

The objective of this course is to enable the students to gain basic knowledge about the concept of project, project management, project life-cycle, project appraisal; to acquaint the students about various issues of project management.

Course Code	Technology Management (Open Elective)
C-206	

COURSE OBJECTIVE:

The course aims at providing an overview of various issues connected with Management of Technology in organizations.



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Course Code	Lean Management (Open Elective)
C-206	

COURSE OBJECTIVE:

To understand issues and challenges in implementing and development in lean manufacturing techniques from TPS and its contribution for improving organizational performance.

Course Code	Data Base Management System (Open Elective)
C-206	

COURSE OBJECTIVE:

The course is to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently, and effectively - information from a DBMS.

Course Code	IT Lab 2 (Programming R)
C-207	

COURSE OBJECTIVE:

After taking the course, students will be able to

- Use R for statistical programming, computation, graphics, and modeling
- Write functions and use R in an efficient way
- Fit some basic types of statistical models
- Use R in their own research

III-SEMESTER

Course Code	STRATEGIC MANAGEMENT
C-301	

COURSE OBJECTIVE:

The course focuses on concept of strategy formulation and implementation by exploring the functions and nature of general managements

Course Code	OPERATIONS RESEARCH
C-302	

COURSE OBJECTIVE:

Applying mathematics to business questions

SPECIALIZATIONS

MARKETING

Course Code	CONSUMER BEHAVIOUR
EM-301	

COURSE OBJECTIVES:

To make the students to understand what consumer behavior is and the different types of Consumers and the relationship between consumer behavior and customer value, satisfaction, trust and retention



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Course Code	RETAIL MANAGEMENT
EM-302	

COURSE OBJECTIVES:

Objective of retail management is creating and developing services and products that meet the specific needs of customers and offering these products at competitive, reasonable prices that will still yield profits.

Course Code	CUSTOMER RELATIONSHIP MANAGEMENT
EM-303	

COURSE OBJECTIVES

To provide a conceptual understanding of CRM, its processes, and structure.

Course Code	STRATEGIC MARKETING MANAGEMENT
EM-304	

COURSE OBJECTIVES

To understand the various components of Business environment and to device strategies to face global competition.

Course Code	DIGITAL MARKETING AND SOCIAL MEDIA MARKETING
EM-305	

COURSE OBJECTIVES

Digital marketing channels that can helps the students to understand the increased business visibility and brand awareness. Moreover, having a professional presence on social media helps them to reach a broader target audience to secure more leads and convert them into loyal customers

FINANCE

Course Code	INVESTMENT ANALYSIS AND PROTFOLIO MANAGEMENT
EF-301	

COURSE OBJECTIVES:

To enlighten the students with the concepts and practical applications of security analysis and portfolio management.

Course Code	FINANCIAL MARKETS AND SERVICES
EF-303	

COURSE OBJECTIVE:

To enlighten the students with the concepts and practical dynamics of financial markets and financial services

Course Code	TAXATION
EF-305	

COURSE OBJECTIVE:

To acquire the students with the theoretical and practical aspects of direct taxes including wealth taxes



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SYSTEMS

Course Code	DATA MINING FOR BUSINESS DECISIONS
ES-301	

COURSE OBJECTIVES

After completion of course, students would be able to:

A student will be able to apply Data mining techniques for quicker and better decisions. Whenever there is a need for data mining helps.

Course Code	MANAGING SOFTWARE PROJECTS
ES-302	

COURSE OBJECTIVES

After completion of course, students would be able to:

To study how to plan and manage projects at each stage of the software development life cycle (SDLC)

To train software project managers and other individuals involved in software project planning and tracking and oversight in the implementation of the software project management process.

Course Code	WEB DESIGNING
ES-303	

COURSE OBJECTIVE:

Understanding the principles of creating an effective webpage, including in-depth consideration of information architecture

Course Code	BUSINESS ANALYTICS
ES-304	

COURSE OBJECTIVES

After completion of course, students would be able to:

The course is designed to gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making. The course familiarizes the students with the processes needed to develop, report, and analyze business data.

Course Code	MANAGING DIGITAL INNOVATION AND TRANSFORMATION
ES-305	

COURSE OBJECTIVES

After completion of course, students would be able to:

To understand digital transformations and information in the globalization world.

To explore social media transformation in the business world

To develop on building digital capabilities

To understand the challenges on using digital platform for business

To learn digital transformations in the space of cloud computing



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IV-SEMESTER

Course Code	SUPPLY CHAIN MANAGEMENT AND ANALYTICS
C-401	

COURSE OBJECTIVE:

To develop an understanding basic concepts and role of logistics and supply chain management in business

Course Code	INNOVATION AND ENTREPRENEURSHIP
C-402	

COURSE OBJECTIVE:

This course aims to provide students with an understanding of the nature of enterprise and entrepreneurship and introduces the role of the entrepreneur innovation and technology in the entrepreneurial process

IV-SEMESTER SPECIALIZATIONS

MARKETING

Course Code	SERVICES MARKETING
EM-401	

COURSE OBJECTIVES

- To explain why there is a need for special services marketing discipline; the challenges for services marketing; and how to deal with them
- To acquaint the students with elements of services marketing mix, ways to manage the service delivery process and strategies to effectively implement services marketing.
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Course Code	PROMOTIONAL & DISTRIBUTION MANAGEMENT
EM-402	

COURSE OBJECTIVES

- To provide an understanding about the relevance of marketing communication, promotion activities and management of distribution networks

Course Code	GREEN MARKETING
EM-403	

COURSE OBJECTIVES

- To make the student understand the concept of Green Marketing and Green Products.



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Course Code	ADVERTISING AND BRAND MANAGEMENT
EM-404	

COURSE OBJECTIVES

- Expose the students to the dynamism of advertising and brand management and equip them to be able to manage the advertising and branding activities in the business scenario.

Course Code	GLOBAL MARKETING MANAGEMENT
EM-405	

COURSE OBJECTIVES

- To enhance the concepts among the students about free trade at global level and attempt to bring all the countries together for the purpose of trading.
- To increase the conception of globalization by integrating the economies of different countries, enabling them to understanding the world peace by building trade relations among different nations.

FINANCE

Course Code	FINANACIAL DERIVATIES
EF-401	

COURSE OBJECTIVE:

To enlighten the students with the concepts and practical applications of derivatives in the security markets

Course Code	GLOBAL FINANCIAL MANAGEMNET
EF-402	

COURSE OBJECTIVE:

To enlighten the students with the concepts and practical applications of global financial management

Course Code	FINANCIAL RISK MANAGEMENT
EF-403	

COURSE OBJECTIVES:

To equip the students with adequate knowledge and skill to understand and manage the risk and uncertainties to which financial institutions are exposed to.

Course Code	STRATEGIC FINANCIAL MANAGEMENT
EF-404	

COURSE OBJECTIVES:

To enlighten the students with the concepts of practical applications of strategic financial management, with particular reference to the financial strategy and value of the enterprise

Course Code	BEHAVIOURAL FINANCE
EF-405	

COURSE OBJECTIVES:

To help the students appreciate the limitations of rational models of investment decision making: To introduce students to an alternate framework for understanding price discovery in the market.



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SYSTEMS

Course Code	BIG DATA ANALYTICS
ES-401	

COURSE OBJECTIVES:

After completion of course, students would be able to:

Understand the Big Data Platform and its Use cases

- Provide an overview of Apache Hadoop
- Provide HDFS Concepts and Interfacing with HDFS
- Understand Map Reduce Jobs
- Provide hands on Hadoop Eco System
- Apply analytics on Structured, Unstructured Data.
- Exposure to Data Analytics with R.

Course Code	ENTERPRISE RESOURCE PLANNING
ES-402	

COURSE OBJECTIVES:

After completion of course, students would be able to:

To help in understanding basic concepts in ERP.

To help in understanding the importance of ERP.

To help in analyzing the effects of ERP on business.

Course Code	CYBER LAWS & SECURITY
ES-403	

COURSE OBJECTIVES:

After completion of course, students would be able to:

To help in understanding basic concepts in cyber security

To help in understanding the importance of Secure System Planning and Administration

To help in analysing the effects of Secure System Planning and administration.

Course Code	INFORMATION SYSTEMS AUDIT
ES-404	

COURSE OBJECTIVES:

After completion of course, students would be able to:

To help in understanding basic concepts in Information Systems Audit.

To help in understanding the importance of Information and systems audit.

To help in analyzing the effects of Information Systems and Audit.

Course Code	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING
ES-405	

COURSE OBJECTIVE:

It aims to indulge knowledge in not only the core technologies and also make students ready in thrust areas of machine learning and deep learning .