

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
TWO YEAR MBA 2009-2010
COURSE STRUCTURE AND SYLLABUS

Semester – I

Subject Title	Theory	Credits	Marks
09MB101 Management and Organizational Behavior	4	4	100
09MB102 Managerial Economics	4	4	100
09MB103 Research Methodology and Statistical Analysis	4	4	100
09MB104 Business Communication and Soft Skills	4	4	100
09MB105 Financial Accounting and Analysis	4	4	100
09MB106 Business Law and Regulation	4	4	100
09MB107 Computer Applications in Business (Internal Exam)	4	4	100

Semester – II

Subject Title	Theory	Credits	Marks
09MB201 Marketing Management	4	4	100
09MB202 Business Environment	4	4	100
09MB203 Human Resource Management	4	4	100
09MB204 Financial Management	4	4	100
09MB205 Quantitative Analysis Business Decisions	4	4	100
09MB206 Production and Operations Management	4	4	100
09MB207 Management Information Systems	4	4	100

Semester – III

Subject Title	Theory	Credits	Marks
09MB301 Entrepreneurship & Good Governance	4	4	100
09MB302 Cost and Management Accounting	4	4	100
09MB303 Management of Technology	4	4	100
09MB304 Strategic Management	4	4	100
09MB305 Elective I (Choose any One)	4	4	100
09MB305A Consumer Behavior			
09MB305B Security Analysis and Portfolio Management			
09MB305C Recruitment and Selection			
09MB305D Business Intelligence			
09MB305E Logistics and Supply Chain Management			
09MB306 Elective II (Choose any One)	4	4	100
09MB306A Marketing Communications			
09MB306B Financial Institutions, Markets & Services.			
09MB306C Management of Industrial Relations			
09MB306D Project Management			
09MB306E Financial Modeling			
09MB307 Elective III (Choose any One)	4	4	100
09MB307A Retailing Management			
09MB307B Derivatives			
09MB307C Training and Development			
09MB307D Knowledge Management			
09MB307E Predictive Analytics			

Semester – IV

Subject Title	Theory	Credits	Marks
09MB401 Elective IV (Choose any One)	4	4	100
09MB401A International Marketing			
09MB401B International Financial Management			
09MB401C Performance Management			
09MB401D Information Systems, control and Audit			
09MB401E Management of NGOs			
09MB402 Elective V (Choose any One)	4	4	100
09MB402A Sales and Distribution Management			
09MB402B Strategic Investment and financing decisions			
09MB402C Management of Change			
09MB402D Decision Support Systems			
09MB402E Rural Marketing			
09MB403 Elective VI (Choose any one)	4	4	100
09MB403A Services Marketing			
09MB403B Risk Management and Insurance			
09MB403C Compensation Management			
09MB403D Key Accounts Management			
09MB403E Total Quality Management			
09MB404 Project Report	16	16	