

**GODAVARI INSTITUTE OF ENGINEERING AND TECHNOLOGY
(AUTONOMOUS)**

Approved by AICTE, Accredited by NBA & NAAC 'A' Grade, Recognized under 2(f) and 12(b) of UGC,
Permanently Affiliated to JNTUK, Kakinada

NH-16, Chaitanya Knowledge City, Rajahmundry – 533296. E.G.Dt., - AP.



DEPARTMENT OF MANAGEMENT STUDIES

2 YEARS MBA COURSE STRUCTURE

(2017-19)

**GODAVARI INSTITUTE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS)**

**GR-17 COURSE STRUCTURE
MASTER OF BUSINESS ADMINISTRATION**

I Year

I Semester

S · N o ·	SUBJECT CODES	Subject Title	Periods per week			C	Scheme of Examination Maximum Marks		
			T	P	D		Int.	Ext.	Total
1	17400101	Management Theory and Practices	4	-	-	3	40	60	100
2	17400102	Managerial Economics	4	-	-	3	40	60	100
3	17400103	Accounting for Managers	4	-	-	3	40	60	100
4	17400104	Managerial Communication , Soft Skills and Business Etiquette	4	-	-	3	40	60	100
5	17400105	Business Environment	4	-	-	3	40	60	100
6	17400106	Quantitative Analysis for Business Decisions	4	-	-	3	40	60	100
7	174005111	IT – LAB	-	3	-	2	50	50	100
Total			24	3	-	20	290	410	700


T- THEORY P – PRACTICAL D- DRAWING C – CREDITS Int. – INTERNAL Ext. – EXTERNAL


24/6/17
Dr. P. R. K. RAJU
(Bos Chairman)



DR P VIJAYA KUMAR
(V C Nominee)


SHRI S ANWAR BASHA
(Industry Expert)


DR K. SATISH
(Professor, DMS)


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(Asso. Prof, DMS)


Mrs. M. SOMALATHA
(Asst. Prof, DMS)


Mrs. CH. NAGESWARI
(Asst. Prof, DMS)


Mrs. M. SUNEETA
(Asst. Prof, DMS)

I Year

II Semester

S. No.		Subject Title	Periods per week			C	Scheme of Examination Maximum Marks		
			T	P	D		Int.	Ext.	Total
1.	17400201	Financial Management	4	-	-	3	40	60	100
2.	17400202	Human Resource Management	4	-	-	3	40	60	100
3.	17400203	Marketing Management	4	-	-	3	40	60	100
4.	17400204	Production and Operations Management	4	-	-	3	40	60	100
5.	17400205	Business Research Methods	4	-	-	3	40	60	100
6.	17400206	Organizational Behavior	4	-	-	3	40	60	100
7.	17400221	Mini Project & Seminar on Mini Project	-	-	-	3	100	-	100
8.	17400251	Comprehensive Viva	-	-	-	1	10	40	50
Total			24	0	0	22	350	280	750

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II Year

III Semester

S · N O ·		Subject Title	Periods per week			C	Scheme of Examination Maximum Marks		
			T	P	D		Int.	Ext.	Total
1	17400301	Strategic Management	4	-	-	3	40	60	100
2	17400302	Legal Aspects of Business	4	-	-	3	40	60	100
3	17400303	Business Ethics and Corporate Governance	4	-	-	3	40	60	100
4	17400361A	Elective –I- Marketing (Compulsory Elective)	4	-	-	3	40	60	100
5	17400361B	Elective –II -Marketing (Compulsory Elective)	4	-	-	3	40	60	100
6	17400362A/ 17400363A/ 17400364A	Elective –I- Finance/HRM /Systems(Optional Elective)	4		-	3	40	60	100
7	17400362B/ 17400363B/ 17400364B	Elective –II - Finance/HRM /Systems(Optional Elective)	4		-	3	40	60	100
Total			28	0	0	21	280	420	700

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II Year

IV Semester

S. No		Subject Title	Periods per week			C	Scheme of Examination		
			T	P	D		Int.	Ext.	Total
1.	17400401	Logistics and Supply Chain Management	4	-	-	3	40	60	100
2.	17400402	Entrepreneurship Development	4	-	-	3	40	60	100
3.	17400461A	Elective-III- Marketing (Compulsory Elective)	4	-	-	3	40	60	100
4.	17400461B	Elective –IV- Marketing (Compulsory Elective)	4	-	-	3	40	60	100
5.	17400462A /17400463A/ 17400464A	Elective –III- Finance/HRM /Systems(Optional Elective)	4	-	-	3	40	60	100
6.	17400462B/ 17400463B/ 17400464B/	Elective – IV - Finance/HRM /Systems(Optional Elective)	4	-	-	3	40	60	100
7.	17400441	Comprehensive Viva	-	-	-	1	10	40	50
8.	17400451	Major Project & Viva Voce	-	-	-	8	-	grade	grade
Total			24	0	0	27	250	400	650

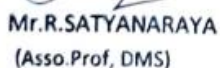
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LIST OF ELECTIVES

Name of the Subject	<u>Elective I</u>	<u>Elective II</u>	<u>Elective III</u>	<u>Elective IV</u>
MARKETING (COMPULSORY)	Retail Management	Consumer Behavior	Services Marketing	Promotion and Distribution Management
FINANCE	Security Analysis and Portfolio Management	Banking and Insurance Management	International Financial Management	Financial Risk Management
HRM	Performance Management	Strategic Human Resource Management	Global Human Resource Management	Employee Relations and Labour Law
SYSTEMS	E-Business	Web Designing	Information Systems Audit & Control	Enterprise Resource Planning


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