

**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

(2020-22)

MASTER OF BUSINESS ADMINISTRATION

I Year

I Semester

S · N o ·	SUBJECT CODES	Subject Title	Periods per week			C	Scheme of Examination Maximum Marks		
			L	T	P		Int.	Ext.	Total
1	20400101	Management and Organizational Behavior	4	0	0	4	30	70	100
2	20400102	Managerial Economics	4	0	0	4	30	70	100
3	20400103	Accounting for Managers	4	0	0	4	30	70	100
4	20400104	Quantitative Analysis for Business Decisions	4	0	0	4	30	70	100
5	20400105	Business Communication and Soft skills	4	0	0	4	30	70	100
6	20400166a 20400166b 20400166c 20400166d Open Elective	Cross Cultural Management Rural Development Lean Management Database Management System	4	0	0	4	30	70	100
7	20400111	Information Technology – Lab1(Spreadsheet and Tally)	0	0	2	2	25	25	50
8	20400122	Business Communication and Soft Skills Lab	0	0	2	2	25	25	50
Total			24	0	4	28	230	470	700

L- LECTURE T- THEORY P – PRACTICAL C – CREDITS Int. – INTERNAL Ext. – EXTERNAL

Dr. P. R. K. Raju
27/11/20

Dr. P. R. K. Raju

Dr. P. Vijay Kumar
27/11/20

Dr. P. Vijay Kumar
(BOS Chairman)

Dr. A. Krishna Mohan
27/11/20

Dr. A. Krishna Mohan

I Year

II Semester

S. N o.		Subject Title	Periods per week			C	Scheme of Examination Maximum Marks		
			L	T	P		Int.	Ext.	Total
1.	20400201	Financial Management	4	0	0	4	30	70	100
2	20400202	Human Resource Management	4	0	0	4	30	70	100
3	20400203	Marketing Management	4	0	0	4	30	70	100
4	20400204	Operations Management	4	0	0	4	30	70	100
5	20400205	Business Research Methods	4	0	0	4	30	70	100
6	20400206	Legal and Business Environment	4	0	0	4	30	70	100
7	20400267a 20400267b Open Elective	Project Management Technology Management MOOCs : SWAYAM/NPTEL- Related to Management Courses other than listed courses in the syllabus	4	0	0	4	30	70	100
8	20400211	IT-lab 2 (Programming R)	0	0	2	2	25	25	50
Total			28	0	2	30	235	515	750

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(BOS Chairman)

Dr. A.Krishna Mohan

II Year

III Semester

S · N o ·		Subject Title	Periods per week			C	Scheme of Examination		
			L	T	P		Maximum Marks		
1	20400301	Strategic Management	4	0	0	4	30	70	100
2	20400302	Operations Research	4	0	0	4	30	70	100
3	20400361A	Elective –I	3	0	0	3	30	70	100
4	20400361B	Elective –II	3	0	0	3	30	70	100
5	20400362A/ 20400363A/ 20400364A/ 20400365A/ 20400367A	Elective –I	3	0	0	3	30	70	100
6	20400362B/ 20400363B/ 20400364B/ 20400365B/ 20400367B	Elective –II	3	0	0	3	30	70	100
7	20400351	Industrial Project based on Summer Internship (Report preparation + Viva Voce)	4	0	0	4	50	50	100
Total			24	0	0	24	230	470	700

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(V C Nominee)

A. Krishna Mohan
27/11/20

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(Director-SMS,JNTUK)

II Year

IV Semester

S. No		Subject Title	Periods per week			C	Scheme of Examination		
			L	T	P		Maximum Marks		
1	20400401	Supply Chain Management and Analytics	4	0	0	4	30	70	100
2	20400402	Innovation and Entrepreneurship	4	0	0	4	30	70	100
3	20400461A	Elective-III	3	0	0	3	30	70	100
4	20400461B	Elective –IV	3	0	0	3	30	70	100
5	20400462A/ /20400463A/ 20400464A/2 0400465A /20400466A/ 20400467A	Elective –III	3	0	0	3	30	70	100
6	20400462B/ 20400463B/ 20400464B/ 20400465B/ 20400466B/ 20400467B/	Elective – IV	3	0	0	3	30	70	100
7	20400404	Comprehensive Viva	0	0	0	2	10	40	50
Total			20	0	0	22	190	460	650

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*Comprehensive Viva is to verify the student knowledge as a whole from which he was studied during the two year course work.

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LIST OF ELECTIVES

Name of the Subject	Elective I	Elective II	Elective III	Elective IV
MARKETING	Digital and Social Media Marketing	Consumer Behavior	Services Marketing	Global Marketing Management
FINANCE	Investment Analysis and Portfolio Management	Managing Banks and Financial Institutions	Global Financial Management	Strategic Financial Management
HRM	Performance Evaluation and Compensation Management	Human Resource Metrics and Analytics	Global Human Resource Management	Employee Relations and Labour Law
SYSTEMS	Managing Digital Innovation and Transformation	Web Designing	Big Data Analytics	Enterprise Resource Planning
TRAVEL AND TOURISM MANAGEMENT	Hospitality Management	Tourism Policy and Planning	Travel Media and Journalism	Eco Tourism Practices
ENTREPRENEURSHIP AND SMALL ENTERPRISE MANAGEMENT	Social Entrepreneurship	Planning, Structuring, and Financing Small Business	Finance and Accounting for Small Business	Venture Valuation and Accounting
BUSINESS ANALYTICS	Text, Social Media & Web Analytics	Big Data Analytics	Financial Analytics	Econometrics and Business Forecasting

Prabhat

27/11/20

Dr. P. R. K. Raju
(BOS Chairman)

Reema
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(V.C. Nominee)

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27/11/20

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