

**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

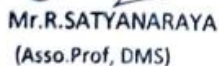
T- THEORY P – PRACTICAL D- DRAWING C – CREDITS Int. – INTERNAL Ext. – EXTERNAL


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)


Mr. R. SATYANARAYA
(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. N o.		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

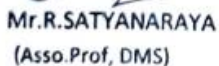
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24/6/17
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II Year

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

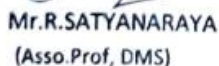
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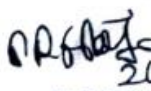

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LIST OF ELECTIVES

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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DEPARTMENT OF MANAGEMENT STUDIES

2 YEARS MBA COURSE STRUCTURE

(2020-22)

GODAVARI INSTITUTE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)
GRMBA20 COURSE STRUCTURE
MASTER OF BUSINESS ADMINISTRATION

I Year

I Semester

S · N o ·	SUBJECT CODES	Subject Title	Periods per week			C	Scheme of Examination		
			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

Prabha 27/11/20
Reema 27/11/20
f. k 27/11/20
1702 27/11/20

Dr. A.Krishna Mohan
(BOS Chairman)

(V C Nominee)

Dr.P R K RajuDr.P.Vijay Kumar

(Director-SMS,JNTUK)

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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Dr. P R K Raju
 (BOS Chairman)

Dr. P. Vijay Kumar
 (V C Nominee)

Dr. A. Krishna Mohan
 (Director-SMS,JNTUK)