

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**MASTER OF BUSINESS ADMINISTRATION**  
**MBA (Regular) R-22 COURSE STRUCTURE AND SYLLABUS**

**Effective from Academic Year 2022-23 Admitted Batch**

**I Year I Semester**

Course Code	Course Title	L	T	P	Credits
22MBA01	Management and Organizational Behavior	4	0	0	4
22MBA02	Business Economics	4	0	0	4
22MBA03	Financial Reporting & Analysis	4	0	0	4
22MBA04	Research Methodology and Statistical Analysis	4	0	0	4
22MBA05	Legal and Business Environment	4	0	0	4
Open Elective-I 22MBA06	6A Business Ethics and Corporate Governance				
	6B Project Management				
	6C Sustainability Management	3	0	0	3
	6D Cross Cultural Management				
22MBA07	Business Communication Lab	0	0	2	2
22MBA08	Statistical Data Analysis Lab	0	0	2	2
	<b>TOTAL</b>	<b>23</b>	<b>0</b>	<b>4</b>	<b>27</b>

**I Year II Semester**

Course Code	Course Title	L	T	P	Credits
22MBA09	Human Resource Management	4	0	0	4
22MBA10	Marketing Management	4	0	0	4
22MBA11	Financial Management	4	0	0	4
22MBA12	Quantitative Analysis for Business Decisions	4	0	0	4
22MBA13	Entrepreneurship and Design Thinking	4	0	0	4
22MBA14	Logistics & Supply Chain Management	4	0	0	4
Open Elective-II 22MBA15	15A Total Quality Management				
	15B Marketing Research				
	15C International Business	3	0	0	3
	15D Rural Marketing				
	<b>TOTAL</b>	<b>27</b>	<b>0</b>	<b>0</b>	<b>27</b>

**Internship during Summer vacation (after Semester -II)**

**II Year I Semester**

Course Code	Course Title	L	T	P	Credits
22MBA16	Production & Operations Management	4	0	0	4
22MBA17	Management Information Systems	4	0	0	4
22MBA18	Business Analytics	4	0	0	4
22MBA19 M1/H1/F1/E1	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA20 M2/H2/F2/E2	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA21 M3/H3/3I/E3	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA22	Summer Internship	0	0	2	2
	<b>TOTAL</b>	<b>24</b>	<b>0</b>	<b>2</b>	<b>26</b>

**II Year II Semester**

Course Code	Course Title	L	T	P	Credits
22MBA 23	Strategic Management	4	0	0	4
22MBA 24 M4/H4/F4/E4	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA25 M5/H5/F5/E5	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA26 M6/H6/F6/E6	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA27	Pre-submission project Seminar	0	0	2	2
22MBA28	Main Project Viva-Voce	0	0	4	4
	<b>TOTAL</b>	<b>16</b>	<b>0</b>	<b>6</b>	<b>22</b>

**LIST OF ELECTIVE SUBJECTS**

**Students have to select any One Specialization (Marketing, Finance, Human Resources, and Entrepreneurship) and he/she needs to select the Core Elective subjects listed under the chosen specialization only.**

Course Code	Specialization	Credits
<b>MARKETING</b>		
22MBA19M1	Digital Marketing	4
22MBA20 M2	Sales and Promotion Management	4
22MBA21 M3	Consumer Behavior	4
22MBA24 M4	International Marketing	4
22MBA25 M5	Services Marketing	4
22MBA26 M6	Marketing Analytics	4
<b>FINANCE</b>		
22MBA19F1	Security Analysis and Portfolio Management	4
22MBA20 F2	Risk Management and Financial Derivatives	4
22MBA21 F3	Strategic Cost and Management Accounting	4
22MBA24 F4	International Financial Management	4
22MBA25 F5	Strategic Financial Management	4
22MBA26F6	Financial Analytics	4
<b>HUMAN RESOURCES</b>		
22MBA19H1	Talent and Performance Management Systems	4
22MBA20 H2	Learning and Development	4
22MBA21 H3	Employee Relations	4
22MBA24 H4	International Human Resource Management	4
22MBA25H5	Leadership and Change Management	4
22MBA26 H6	HR Analytics	4
<b>ENTREPRENEURSHIP</b>		
22MBA19E1	Startup and MSME Management	4
22MBA20 E2	Technology Business Incubation	4
22MBA21 E3	Innovation and Entrepreneurship	4
22MBA24E4	Entrepreneurial Finance	4
22MBA25 E5	Entrepreneurial Marketing	4
22MBA26 E6	Family Business Management	4