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RAMIREDDY SUBBARAMIREDDY ENGINEERING COLLEGE
DEPARTMENT OF MBA



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

Course Structure and Detailed Syllabi (2017-18 onwards)
Master of Business Administration

MBA Semester – I

S. No	Course code	Subject	L	T	P	C
1.	17E00101	Management & Organizational Behaviour	4	-	-	4
2.	17E00102	Business Environment & Law	4	-	-	4
3.	17E00103	Managerial Economics	4	-	-	4
4.	17E00104	Financial Accounting for Managers	4	-	-	4
5.	17E00105	Statistics for Managers	4	-	-	4
6.	17E00106	Management Information Systems	2	-	-	2
7.	17E00107	Information Technology for Managers	2	-	-	2
8.	17E00108	Communication Lab	-	-	3	2
9.	17E00109	Data Analytics Lab	-	-	3	2
		Total	24	-	6	28

MBA Semester – II

S. No	Course code	Subject	L	T	P	Credits
1.	17E00201	Human Resource Management	4		-	4
2.	17E00202	Marketing Management	4		-	4
3.	17E00203	Business Research Methods	4		-	4
4.	17E00204	Financial Management	4		-	4
5.	17E00205	Operations Research	4		-	4
6.	17E00206	Operations Management	4		-	4
7.	17E00207	Business Communication	2		-	2
8.	17E00208	Business Analytics Lab	-		3	2
9.	17E00209	Business Communication Lab	-		3	2
		Total	26		6	30



MBA Semester – III

S. No	Course code	Subject	L	T	P	C
1.	17E00301	Business Ethics & Corporate Governance	4	-	-	4
2.	17E00302	Green Business Management	4	-	-	4
3.	17E00303	Entrepreneurship Development	4	-	-	4
4.		Elective I	4	-	-	4
	17E00304	Cost and Management Accounting				
	17E00305	Product and Brand Management				
	17E00306	Human Resource Development				
	17E00307	Mobile Commerce				
5.		Elective II	4	-	-	4
	17E00308	Financial Institutions and Services				
	17E00309	Consumer Behavior				
	17E00310	Labor laws and Legislation				
	17E00311	Supply Chain Management				
6.		Elective III	4	-	-	4
	17E00312	Investment and Portfolio Management				
	17E00313	Rural Marketing				
	17E00314	Performance Management				
	17E00315	Enterprise Resource Planning				
7.		Elective IV	4	-	-	4
	17E00316	Auditing and Taxation				
	17E00317	Advertising and Sales Promotion Management				
	17E00318	Knowledge Management				
	17E00319	Data warehousing and Mining				
8.	17E00320	Business Simulation Lab	-	-	3	2
9.	17E00321	MOOCS	-	-	-	
		Total	28	-	3	30



MBA Semester – IV

S. No	Course code	Subject	L	T	P	C
1.	17E00401	Strategic Management	4	-	-	4
2.	17E00402	E-Business	4	-	-	4
3.		Elective V	4	-	-	4
	17E00403	Financial Derivatives				
	17E00404	Services Marketing				
	17E00405	Organization Development				
	17E00406	Data Communication and Network Analysis				
4.		Elective VI	4	-	-	4
	17E00407	International Financial Management				
	17E00408	International Marketing				
	17E00409	Global Human Resource Management				
	17E00410	Corporate Information Management				
5.	17E00411	Seminar (Contemporary Issues on Business)	-	-	3	2
6.	17E00412	Project Work	-	-	12	10
		Total	16	-	15	28



MBA Semester – I

COURSE OUTCOMES (COs)

Course Name: Management and Organisational Behaviour

Course Code: 17E00101

CO No.	COURSE OUTCOME
101.1	Understand basic conceptual knowledge of management theories. (BTL2)
101.2	Understand the concepts of planning, controlling and decision making. (BTL2)
101.3	Evaluate various motivational theories and analyse the personality types. (BTL5)
101.4	Analyse the group behaviour and identify the leadership qualities. (BTL4)
101.5	Understand the concepts of organizational climate and culture. (BTL2)

Course Name: Business Environment and Law

Course Code: 17E00102

CO No.	COURSE OUTCOME
102.1	Identify the environment factors which influence business. (BTL1)
102.2	Acquire knowledge on business policies to carry out a business. (BTL2)
102.3	Understand the concept of law of contract relating to business activities. (BTL2)
102.4	Know the practices, rules and regulations that govern the operation as well as the formation of company. (BTL2)
102.5	Get the knowledge on Information Technology Act, 2000. (BTL2)

Course Name: Managerial Economics

Course Code: 17E00103

CO No.	COURSE OUTCOME
103.1	Understand the relationship of Managerial economics with other functional areas (BTL2)
103.2	Learn the techniques and methods to predict the demand scientifically. (BTL2)
103.3	Ascertain production levels and analyse the relationship of Cost-Volume Profit. (BTL5)
103.4	Take informed decisions on price fixation under different market structures of the economy under different scenario. (BTL3)
103.5	Acquire knowledge on the concepts Inflation and business cycle. (BTL2)



Course Name: Financial Accounting for Managers

Course Code: 17E00104

CO No.	COURSE OUTCOME
104.1	Acquire knowledge on concepts of accounting, single entry system and double entry system. (BTL2)
104.2	Prepare financial statements with accounting knowledge. (BTL2)
104.3	Value the assets by using depreciation and inventory valuation methods.
104.4	Evaluate the financial position of a company by using Ratio analysis. (BTL5)
104.5	Analyse the financial position of a company by using Cash flow and Fund flow statements. (BTL4)

Course Name: Statistics for Managers

Course Code: 17E00105

CO No.	COURSE OUTCOME
105.1	Understand statistical techniques popularly used to describe the data in managerial decision making. (BTL2)
105.2	adopt correlation methods and principle of least squares, regression analysis (BTL6)
105.3	Learn the computational skill, interpretation of results of the data analysis. (BTL2)
105.4	Analyse and differentiate various types of data distribution and its probability distribution. (BTL4)
105.5	Know the procedure involved in inferential statistics and appropriate tests for given data. (BTL2)

Course Name: Management Information Systems

Course Code: 17E00106

CO No.	COURSE OUTCOME
106.1	Understand management information scope, application and challenges in managing MIS. (BTL2)
106.2	Understand traditional and modern approaches for data resource management and models. (BTL2)
106.3	Evaluate business applications of information systems, types of information systems, decisions and role of MIS in Business Intelligence. (BTL5)
106.4	Understand concepts of project planning, project management and SDLC methods. Cost - Benefit analysis in implementation of MIS (BTL2)
106.5	Analyse information security threats and information security technologies. (BTL4)



Course Name: Information Technology for Managers

Course Code: 17E00107

CO No.	COURSE OUTCOME
107.1	Identify the importance of IT in various sectors and its role. (BTL3)
107.2	Design and maintain databases. (BTL6)
107.3	Apply MS-office tools in day-to-day activities. (BTL3)
107.4	Understand about Data communication and networks. (BTL2)
107.5	Understand the basic concepts of SAP, Big data and Cloud computing. (BTL2)

Course Name: Communication Lab

Course Code: 17E00108

CO No.	COURSE OUTCOME
108.1	Understand the need of communication skills. (BTL2)
108.2	Recognize both familiar and unfamiliar sounds, improves pronunciation skills. (BTL1)
108.3	Receive and interpret messages accurately in the communication process. (BTL2)
108.4	Communicate with others and express our thoughts and feelings. (BTL)
108.5	Express their ideas clearly and proficiently. (BTL2)

Course Name: Data Analytics Lab

Course Code: 17E00109

CO No.	COURSE OUTCOME
109.1	Create MS-word documents and power point presentations. (BTL6)
109.2	Learn basic operations of excel like creating, editing, formatting worksheets. (BTL2)
109.3	Apply Excel advanced functions to calculate T-test, Z-test, ANOVA-one way and two way.
109.4	Apply Excel advanced functions to calculate correlation. (BTL2)
109.5	Apply Excel advanced functions to calculate regression. (BTL2)



MBA Semester – II

Course Name: Human Resource Management

Course Code: 17E00201

CO No.	COURSE OUTCOME
201.1	Understanding the nature, scope, functions, roles, goals, strategies and policies of HR management. (BTL2)
201.2	Design and develop HR planning related aspects. (BTL6)
201.3	Understanding the administration of monetary and non- monetary benefits for the employees in the organization. (BTL2)
201.4	Understand the design and implementation of training programs and evaluation of Training. (BTL2)
201.5	Analyse recent trends in the human resource function and to balance the work life in the present dynamic work environment. (BTL4)

Course Name: Marketing Management

Course Code: 17E00202

CO No.	COURSE OUTCOME
202.1	Understand the concepts of marketing and marketing strategies suitable for different products under different market environments (BTL2)
202.2	Acquire the knowledge about both global and domestic consumer markets. (BTL2)
202.3	Learn how to design, manage, create & communicate value to the business in digitalized market environment. (BTL4)
202.4	Manage and designee the logistics for retailing and wholesaling as well as integrating marketing channels for business organizations (BTL6)
202.5	Understand the concept of sales management (BTL2)

Course Name: Business Research Methods

Course Code: 17E00203

CO No.	COURSE OUTCOME
203.1	Understand types of business research, technology used in Business research. (BTL2)
203.2	Identify research problem, appropriate research design, sample design and formulating hypothesis. (BTL3)
203.3	Understand sources of data, instruments to collect data, (BTL2)
203.4	Learn to Analyze and interpretation of data. (BTL4)
203.5	Designing and presenting research report. (BTL6)



Course Name: Financial Management

Course Code: 17E00204

CO No.	COURSE OUTCOME
204.1	Learn the roles and goals of finance manager in a corporate structure business. (BTL2)
204.2	Take an effective investment decision. (BTL3)
204.3	Analyze the impact of capital structure on wealth maximization of owners and value of the company. (BTL4)
204.4	Manage current assets and current liabilities of the company in an effective and efficient way. (BTL3)
204.5	Acquire decision making skills regarding corporate restructuring in the present competitive business environment. (BTL3)

Course Name: Operations Research

Course Code: 17E00205

CO No.	COURSE OUTCOME
205.1	Formulate linear programming problems and appreciate their limitations. [BTL6]
205.2	Model linear programming problems like the transportation [BTL3]
205.3	Solve simple games using various techniques. [BTL6]
205.4	Model a dynamic system as a queuing model to compute performance measures. [BTL3]
205.5	Acquire the skills to complete a project effectively and efficiently with in the given resources.[BTL4]

Course Name: Operations Management

Course Code: 17E00206

CO No.	COURSE OUTCOME
206.1	Understand the concept of Production and Operations Management. (BTL2)
206.2	Construct and interpret simple control charts for both continuous and discrete data. (BTL6)
206.3	Gain knowledge on the quality philosophies and principles of deming, Juran, six sigma and to become acquainted with the International Organization for Standardization's ISO 9000:2000 requirements. (BTL2)
206.4	Familiarize with inventory concepts to support the development of useful quantitative models for inventory management. (BTL2)
206.5	Understand the drivers and enablers of Industry 4.0(BTL2)



Course Name: Business Communication

Course Code: 17E00207

207.1	Understand the concept & process of communication. (BTL2)
207.2	Understand the types of verbal & Non-verbal communication. (BTL2)
207.3	Acquire Interpersonal skills & also know about different styles of leadership. (BTL2)
207.4	Learn how to overcome the barriers of communication. (BTL2)
207.5	Compose effective letters and reports. (BTL6)

Course Name: Business Analytics Lab

Course Code: 17E00208

208.1	Learn basic operations of excel like creating, editing, formatting worksheets. (BTL2)
208.2	Apply functions of excel to calculate capital budgeting techniques and cost of capital. (BTL3)
208.3	Apply knowledge of excel to store and retrieve data relating to marketing. (BTL3)
208.4	Construct and present employee salary administration using advanced excel. (BTL6)
208.5	Understand information system using internet survey tools. (BTL2)

Course Name: Business Communication Lab

Course Code: 17E00209

209.1	Know how to write business messages. (BTL2)
209.2	Compose business letters effectively. (BTL6)
209.3	Formulate instructions in oral and written mode of communication. (BTL2)
209.4	Know how to write a business report. (BTL2)
209.5	Understand how to build career and prepare resume. (BTL2)



MBA Semester – III

Course Name: Business Ethics and Corporate Governance

Course Code: 17E00301

CO No.	COURSE OUTCOME
301.1	Understand the concepts of corporate ethics and ethical models for decision making (BTL 2)
301.2	Application Of ethical aspects in marketing and HRM. (BTL 3)
301.3	Understand the ethical aspects of finance and IT. (BTL 2)
301.4	Understand the theories and philosophies of corporate governance (BTL 2)
301.5	Understand the concept of corporate governance structure and CSR. (BTL 2)

Course Name: Green Business Management

Course Code: 17E00302

CO No.	COURSE OUTCOME
302.1	Understand the concept and importance of green management. (BTL2)
302.2	Identify the Environment and sustainability issues in organization. (BTL1)
302.3	Get knowledge about the concept of ecological economics. (BTL2)
302.4	Acquire knowledge about environmental reporting standards. (BTL2)
302.5	Apply green techniques and methods in organization. (BTL3)

Course Name: Entrepreneurship Development

Course Code: 17E00303

CO No.	COURSE OUTCOME
303.1	Understand the nature and forms of entrepreneurship. (BTL2)
303.2	Understand the institutional finance supporting to entrepreneurship. (BTL2)
303.3	Create and design a project report by evaluating feasibility studies. (BTL6)
303.4	Understand the importance of MSME's (BTL2)
303.5	Understand the importance of women entrepreneurship, Rural industrialization and the role of NGO's (BTL2)



Course Name: Product and Brand Management

Course Code: 17E00305

CO No.	COURSE OUTCOME
305.1	Identify the concepts of product classification and product characteristics (BTL1)
305.2	Understand concept of product management (BTL2)
305.3	Know the different types of brands and its importance (BTL2)
305.4	Understand the importance of managing brand equity (BTL2)
305.5	Understand the branding value in different type of sectors (BTL2)

Course Name: Human Resource Development

Course Code: 17E00306

CO No.	COURSE OUTCOME
306.1	Understand Significance and functions of HRD (BTL2)
306.2	Analyze and develop HRD Programs. (BTL4)
306.3	Understand the implementation process, design training programs and evaluation of Training. (BTL2)
306.4	Understand the concepts of career management. (BTL2)
306.5	Understand the implications of diversity on HRD. (BTL2)

Course Name: Financial Institutions and Services

Course Code: 17E00308

CO No.	COURSE OUTCOME
308.1	Understand the structure of financial system and the role of RBI. (BTL2)
308.2	Gain knowledge about banking and non-banking financial institutions. (BTL2)
308.3	Understand the working nature of financial and securities markets. (BTL2)
308.4	Learn about various fund-based services like leasing, hire-purchase, factoring and venture capital (BTL2)
308.5	Know about various fee-based services like credit rating, stock broking, merchant banking and depository system. (BTL2)



Course Name: Consumer Behaviour

Course Code: 17E00309

CO No.	COURSE OUTCOME
309.1	Understand the consumer's Perception, attitude and market segments. (BTL2)
309.2	Identify the socio and cultural factors influences consumer behaviour. (BTL1)
309.3	Analyse the different consumer behaviour and communication models (BTL4)
309.4	Evaluate purchasing and post purchasing behavioural process of consumer (BTL5)
309.5	Acquire knowledge about consumerism and consumer protection Acts (BTL2)

Course Name: Investment and portfolio management Course Code: 17E00312

CO No.	COURSE OUTCOME
312.1	Understand the concept of investment and the process of investment. (BTL2)
312.2	Learn how to take an investment decision by using fundamental and technical analysis. (BTL2)
312.3	Understand the concept of risk and return. (BTL2)
312.4	Value securities by using different approaches. (BTL5)
312.5	Understand the concept of Portfolio management and learn different Portfolio models. (BTL2)

Course Name: Performance management

Course Code: 17E00314

CO No.	COURSE OUTCOME
314.1	Understand concept and significance of performance management. (BTL2)
314.2	Understand the concept of mentoring and process of mentoring. (BTL2)
314.3	Classify the concepts of coaching and counselling. (BTL4)
314.4	Understand the concept of annual stock taking of performance and analyse different appraisal methods. (BTL2)
314.5	Understand the concept of learning and compensation management. (BTL2)



Course Name: Auditing and Taxation

Course Code: 17E00316

CO No.	COURSE OUTCOME
316.1	Understand the concept of auditing and its significance (BTL2)
316.2	Know the activities of audit program. (BTL2)
316.3	List the items of audit report. (BTL4)
316.4	Outline the basic concepts of income tax. (BTL2)
316.5	Summarize the contents of GST. (BTL2)

Course Name: Advertising and Sales Promotion

Course Code: 17E00317

CO No.	COURSE OUTCOME
317.1	Identify the role and importance of advertising (BTL1)
317.2	Acquire the knowledge about advertising agencies (BTL2)
317.3	Prepare advertisement budget. (BTL3)
317.4	Understand the sales promotion concept (BTL2)
317.5	Know about publicity and public relations (BTL1)

Course Name: Business Simulation Lab

Course Code: 17E00320

320.1	Learn basic operations of excel like creating, editing, formatting worksheets. (BTL2)
320.2	Present data in the form of pivot tables, graphs and charts by applying advanced excel functions. (BTL3)
320.3	Understanding the options in main menu of SPSS. (BTL2)
320.4	Applying SPSS to perform statistical functions (BTL4)
320.5	Applying MS-excel to perform statistical functions. (BTL6)



MBA Semester – IV

Course Name: Strategic management

Course Code: 17E00401

CO No.	COURSE OUTCOME
401.1	Understand the concept of strategic management (BTL2)
401.2	Select the strategical tool to analyze the markets (BTL3)
401.3	Formulate the strategies at corporate business and functional levels. (BTL3)
401.4	Know the different types of strategies to be implemented in the organizations (BTL1)
401.5	Acquire Knowledge about different evaluation and control techniques (BTL2)

Course Name: E- Business

Course Code: 17E00402

CO No.	COURSE OUTCOME
402.1	Understand the concept of E-business and E-Commerce (BTL2)
402.2	Understand E-Commerce threats and security measures. (BTL2)
402.3	Understand concept of electronic payment system, types and infrastructure issues. (BTL2)
403.4	Analyzing E Business models, applications and strategies. (BTL4)
404.5	Understanding E business infrastructure, E marketing strategies. (BTL2)

Course Name: Service Marketing

Course Code: 17E00404

CO No.	COURSE OUTCOME
404.1	Understand the concept of services marketing (BTL2)
404.2	Identify the factors that influence customer expectations of service (BTL1)
404.3	Analyze the different pricing and promotion strategies of services. (BTL4)
404.4	Know the role of communication strategies in service marketing (BTL1)
404.5	Understand the marketing plans and services (BTL2)



Course Name: Organization Development

Course Code: 17E00405

CO No.	COURSE OUTCOME
0405.1	Understanding the basic concepts of OD. (BTL2)
0405.2	Understanding about foundations of OD. (BTL2)
0405.3	Analyzing the diagnostic process and its importance. (BTL4)
0405.4	Applying various OD interventions. (BTL3)
0405.5	Understanding the concept of power and politics on OD. (BTL2)

Course Name: International Financial Management

Course Code: 17E00407

CO No.	COURSE OUTCOME
407.1	Understand concept of International financial Management and difference between domestic FM and IFM. (BTL2)
407.2	Understand about Foreign exchange markets. (BTL2)
407.3	Understand the concept of exchange exposure and risk. (BTL2)
407.4	Apply capital budgeting techniques to take an effective cross –border investment decision. (BTL3)
407.5	Identify the nature of working capital management in MNC's financing decision. (BTL3)

Course Name: International Marketing

Course Code: 17E00408

CO No.	COURSE OUTCOME
408.1	Understand the concepts of international marketing (BTL2)
408.2	Understand international market entry strategies of exporting and investments (BTL2)
408.3	Know the international product management concepts (BTL2)
408.4	Identify the different international distribution marketing channels (BTL1)
408.5	Understand the different policies, procedure and documents required in export marketing (BTL2)



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Course Name: Global Human Resource Management

Course Code: 17E00409

CO No.	COURSE OUTCOME
409.1	Understand concept of Global Human Resource Management and difference between domestic HRM and GHRM. (BTL2)
409.2	Understand the cross-cultural issues in global organizations. (BTL2)
409.3	Analyze the global human resource policies, staffing and compensation practices. (BTL4)
409.4	Understand performance appraisal, Training and development in international perspective. (BTL2)
409.5	Understand Industrial relations and people management practices in various countries. (BTL2)

Course Name: Seminars

Course Code: 17E00411

CO No.	COURSE OUTCOME
411.1	Acquire knowledge on various concepts of management. (BTL2)
411.2	Acquire communication, presentation and analytical skills required for managers. (BTL2)
411.3	Acquire decision-making, logical and persuasion skills required for managers. (BTL2)

Course Name: Project Work

Course Code: 17E00412

CO No.	COURSE OUTCOME
412.1	Apply problem solving and analytical skills academic knowledge. (BTL3)
412.2	Acquire research-based knowledge. (BTL2)