



Vidya Jyothi Institute of Technology (Autonomous)

(Accredited by NBA, Approved By A.I.C.T.E., New Delhi, Permanently Affiliated to JNTU, Hyderabad)

(Aziz Nagar, C.B.Post, Hyderabad -500060)

MASTER OF BUSINESS ADMINISTRATION (MBA) R19 COURSE STRUCTURE AND SYLLABUS

I Year-I Semester

Course Code	Course Title	Int. marks	Ext. Marks	L	T	P	C
191ECS1101	Management & Organizational Behavior	30	70	4	0	0	4
191ECS1102	Business Economics	30	70	4	0	0	4
191ECS1103	Financial Accounting & Analysis	30	70	4	0	0	4
191ECS1104	Statistics For Management	30	70	4	0	0	4
191ECS1105	Business Law & Business Environment	30	70	4	0	0	4
191ECS1106	Indian Ethos & Values	30	70	4	0	0	4
191ELB1101	Business Communication – Lab	30	70	0	0	3	2
191ESM1101	Seminar (company analysis)	50	-	0	0	2	1
TOTAL		260	490	24	0	5	27

I Year-II Semester

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
191ECS1201	Human Resource Management	30	70	4	0	0	4
191ECS1202	Marketing Management	30	70	4	0	0	4
191ECS1203	Corporate Finance	30	70	4	0	0	4
191ECS1204	MIS & ERP	30	70	4	0	0	4
191ECS1205	Quantitative Analysis & Business Decisions	30	70	4	0	0	4
191ECS1206	Entrepreneurship	30	70	4	0	0	4
191ELB1201	Statistical data analysis Lab	30	70	2		2	2
191ESM1201	Seminar (INDUSTRY analysis)	50	-	0	0	2	1
TOTAL		260	490	26	0	6	27

II Year-I Semester

Course Code	Course Title	Intl marks	Ext Marks	L	T	P	C
191ECS2101	Production & Operations Management	30	70	4	0	0	4
191ECS2102	Business Research methodology	30	70	4	0	0	4
OE-1	Open Elective -I	30	70	4	0	0	4
PE-1	Professional Elective – I	30	70	4	0	0	3
PE-2	Professional Elective – II	30	70	4	0	0	3
PE-3	Professional Elective – III	30	70	4	0	0	3
191ESM2101	*Summer internship (FIELD WORK)	100	-	0	0	2	2
TOTAL		280	420	24	0	2	23

***Summer Internship:** Students have to undergo Internship during Summer Vacation.

II Year-II Semester

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
191ECS2201	Strategic Management	30	70	4	0	0	4
191ECS2202	Logistics & Supply Chain Management	30	70	4	0	0	4
OE-2	Open Elective –II	30	70	4	0	0	4
PE-4	Professional Elective – IV	30	70	4	0	0	3
PE-5	Professional Elective – V	30	70	4	0	0	3
PE-6	Professional Elective – VI	30	70	4	0	0	3
191ECV2201	Comprehensive Viva-Voce	-	100	0	0	0	1
191EPR2201	Main Project	100	100	0	0	4	3
TOTAL		280	620	24	0	4	30

LIST OF PROGRAM ELECTIVE SUBJECTS

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

Program Elective Specialization				
Course	Marketing	HRM	Finance	Entrepreneurship
PE – 1	Consumer Behaviour 191EE12101	Performance Management 191EE12102	Securities analysis & portfolio management 191EE12103	Start-up Management 191EE12104
PE – 2	Services Marketing 191EE22101	Management of industrial relations 191EE22102	Financial Institutions, Markets & Services 191EE22103	MSME Management 191EE22104
PE – 3	Advertising & sales Management 191EE32101	Learning & development 191EE32102	Strategic Management Accounting 191EE32103	Family Business Management 191EE32104
PE – 4	International Marketing 191EE42101	International Human Resource Management 191EE42102	International Financial management 191EE42103	Entrepreneurial Finance 191EE42104
PE – 5	Digital Marketing 191EE52101	Compensation & reward management 191EE52102	Strategic Investments & Financing Decisions 191EE52103	Entrepreneurial Marketing 191EE52104
PE – 6	Retailing Management 191EE62101	Talent & knowledge Management 191EE62102	Financial Derivatives 191EE62103	Creativity Innovation and Entrepreneurship 191EE62104

Open Elective Semester-III & IV

OE	Course Title
191EOE2101	Project management
191EOE2102	Technology Management
191EOE2103	Corporate Governance
191EOE2201	Total Quality Management
191EOE2202	Intellectual property rights
191EOE2203	International business