

NALLA MALLA REDDY ENGINEERING COLLEGE HYDERABAD**MASTER OF BUSINESS ADMINISTRATION MBA (Regular) R-21****Effective from Academic Year 2021 - 22 Admitted Batch****COURSE STRUCTURE AND SYLLABUS****I Year I Semester**

Course Code	Course Title	L	T	P	Credits
21MBA01	Management and Organizational Behaviour	3	1	0	4
21MBA02	Business Economics	3	1	0	4
21MBA03	Financial Accounting & Analysis	3	1	0	4
21MBA04	Research Methodology and Statistical Analysis	3	1	0	4
21MBA05	Legal and Business Environment	3	1	0	4
Open Elective-I 21MBA06	6A Business Ethics and Corporate Governance 6B Project Management 6C Technology Management 6D Cross Cultural Management	3	0	0	3
21MBA07	Statistical Data Analysis	0	0	2	2
21MBA08	Business Communication Lab	0	0	2	2
	TOTAL	18	5	4	27

I Year II Semester

Course Code	Course Title	L	T	P	Credits
21MBA09	Human Resource Management	3	1	0	4
21MBA10	Marketing Management	3	1	0	4
21MBA11	Financial Management	3	1	0	4
21MBA12	Quantitative Analysis for Business Decisions	3	1	0	4
21MBA13	Entrepreneurship	3	1	0	4
21MBA14	Logistics & Supply Chain Management	3	1	0	4
Open Elective-II 21MBA15	15A Total Quality Management 15B Marketing Research 15C International Business 15D Rural Marketing	3	0	0	3
21MBA16	Company Analysis Report	2	0	0	1
	TOTAL	23	6	0	28

Internship during summer vacation (after Semester –II)

II year I Semester

Course Code	Course Title	L	T	P	Credits
21MBA17	Production & Operations Management	3	1	0	4
21MBA18	Management Information Systems	3	1	0	4
21MBA19	Data Analytics	3	1	0	4
21MBA20 M1/H1/F1/E1	(MRKG/HRM/FIN/ENTP)	3	1	0	4
21MBA21 M2/H2/F2/E2	(MRKG/HRM/FIN/ENTP)	3	1	0	4
21MBA22 M3/H3/31/E3	(MRKG/HRM/FIN/ENTP)	3	1	0	4
21MBA23	Summer Internship	2	0	0	1
	TOTAL	20	6	0	25

II Year II Semester

Course Code	Course Title	L	T	P	Credits
21MBA 24	Strategic Management	3	1	0	4
21MBA 25 M4/H4/F4/E4	(MRKG/HRM/FIN/ENTP)	3	1	0	4
21MBA26 M5/H5/F5/E5	(MRKG/HRM/FIN/ENTP)	3	1	0	4
21MBA27 M6/H6/F6/E6	(MRKG/HRM/FIN/ENTP)	3	1	0	4
21MBA28	Pre-submission project Seminar	0	0	2	2
21MBA29	Main Project Viva-Voce	0	2	4	4
	TOTAL	12	6	6	22

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
	MARKETING	
21MBA19M1	Digital Marketing	4
21MBA20 M2	Advertising and Sales Management	4
21MBA21 M3	Consumer Behaviour	4
21MBA24 M4	Customer Relationship Management	4
21MBA25 M5	International Marketing	4
19MBA26 M6	Services Marketing	4
	FINANCE	
21MBA19F1	Security Analysis and Portfolio Management	4
21MBA20 F2	Financial Institutions, Markets & Services	4
21MBA21 F3	Strategic Management Accounting	4
21MBA24 F4	International Financial Management	4
21MBA25 F5	Strategic Investment and Financing Decisions	4
21MBA26F6	Risk Management and Financial Derivatives	4
	HUMAN RESOURCES	
21MBA19H1	Performance Management Systems	4
21MBA20 H2	Learning and Development	4
21MBA21 H3	Management of Industrial Relations	4
21MBA24 H4	International Human Resource Management	4
21MBA25H5	Leadership and Change Management	4
21MBA26 H6	Talent and Knowledge Management	4
	ENTREPRENEURSHIP	
21MBA19E1	Startup Management	4
21MBA20 E2	MSME Management	4
21MBA21 E3	Family Business Management	4
21MBA24E4	Entrepreneurial Finance	4
21MBA25 E5	Entrepreneurial Marketing	4
21MBA26 E6	Creativity Innovation and Entrepreneurship	4

