

NALLA MALLA REDDY ENGINEERING COLLEGE HYDERABAD
MASTER OF BUSINESS ADMINISTRATION MBA (Regular) R-20
Effective from Academic Year 2021 – 22

COURSE STRUCTURE AND SYLLABUS FOR MBA-II YEAR

Year I Semester

Course Code	Course Title	L	T	P	Credits
20MBA01	Management and Organizational Behaviour	3	1	0	4
20MBA02	Business Economics	3	1	0	4
20MBA03	Financial Accounting & Analysis	3	1	0	4
20MBA04	Research Methodology and Statistical Analysis	3	1	0	4
20MBA05	Legal and Business Environment	3	1	0	4
Open Elective-I 20MBA06	6A Business Ethics and Corporate Governance 6B Project Management 6C Technology Management 6D Cross Cultural Management	3	0	0	3
20MBA07	Business Communication Lab.	0	0	2	2
20MBA08	Statistical Data Analysis Lab	0	0	2	2
	TOTAL	18	5	4	27

I Year II Semester

Course Code	Course Title	L	T	P	Credits
20MBA09	Human Resource Management	3	1	0	4
20MBA10	Marketing Management	3	1	0	4
20MBA11	Financial Management	3	1	0	4
20MBA12	Quantitative Analysis for Business Decisions	3	1	0	4
20MBA13	Entrepreneurship	3	1	0	4
20MBA14	Logistics & Supply Chain Management	3	1	0	4
Open Elective-II 20MBA15	15A Total Quality Management 15B Marketing Research 15C International Business 15D Rural Marketing	3	0	0	3
	TOTAL	21	6	0	27

Internship during summer vacation (after Semester –II)

II Year I Semester

Course Code	Course Title	L	T	P	Credits
20MBA16	Production & Operations Management	3	1	0	4
20MBA17	Management Information Systems	3	1	0	4
20MBA18	Data Analytics	3	1	0	4
20MBA19 M1/H1/FI/E1	(MRKG/HRM/FIN/ENTP)	3	1	0	4
20MBA20 M2/H2/F2/E2	(MRKG/HRM/FIN/ENTP)	3	1	0	4
20MBA21 M3/H3/F3/E3	(MRKG/HRM/FIN/ENTP)	3	1	0	4
20MBA22/1	Summer Internship	0	0	2	2
	TOTAL	18	6	2	26

II Year II Semester

Course Code	Course Title	L	T	P	Credits
20MBA 23	Strategic Management	3	1	0	4
20MBA 24 M4/H4/F4/E4	(MRKG/HRM/FIN/ENTP)	3	1	0	4
20MBA25 M5/H5/F5/E5	(MRKG/HRM/FIN/ENTP)	3	1	0	4
20MBA26 M6/H6/F6/E6	(MRKG/HRM/FIN/ENTP)	3	1	0	4
20MBA27	Pre-submission project Seminar	0	0	2	2
20MBA28	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	
20MBA19 M1	Digital Marketing	4
20MBA20 M2	Advertising and Sales Management	4
20MBA21 M3	Consumer Behaviour	4
20MBA24 M4	Customer Relationship Management	4
20MBA25 M5	International Marketing	4
20MBA26 M6	Services Marketing	4
	FINANCE	
20MBA19 F1	Security Analysis and Portfolio Management	4
20MBA20 F2	Financial Institutions, Markets & Services	4
20MBA21 F3	Strategic Management Accounting	4
20MBA24 F4	International Financial Management	4
20MBA25 F5	Strategic Investment and Financing Decisions	4
20MBA26 F6	Risk Management and Financial Derivatives	4
	HUMAN RESOURCES	
20MBA19 H1	Performance Management Systems	4
20MBA20 H2	Learning and Development	4
20MBA21 H3	Management of Industrial Relations	4
20MBA24 H4	International Human Resource Management	4
20MBA25 H5	Leadership and Change Management	4
20MBA26 H6	Talent and Knowledge Management	4
	ENTREPRENEURSHIP	
20MBA19 E1	Startup Management	4
20MBA20 E2	MSME Management	4
20MBA21 E3	Family Business Management	4
20MBA24 E4	Entrepreneurial Finance	4
20MBA25 E5	Entrepreneurial Marketing	4
20MBA26 E6	Creativity Innovation and Entrepreneurship	4