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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
KAKINADA-533003, Andhra Pradesh (India)
(Established by Andhra Pradesh Act No. 30 of 2008)

Univ. Order No. JNTUK/ Academic Senate/2023

Date: 18-10-2023

Sub : JNTUK – Academic Senate – Starting of Open and Distance Learning (ODL) and Online Programmes - Orders - Issued.

Read: Resolutions of the "XXXI" Academic Senate Meeting of JNTUK held on 17-10-2023 under Table Item.

ORDER:

In pursuance of the resolutions of the "XXXI" Academic Senate Meeting of JNTUK, held on 17-10-2023 vide ref. read above, the Hon'ble Vice-Chancellor, JNTUK, is pleased to approve the starting of Open and Distance Learning (ODL) and Online Programmes, JNTUK, Viz. (i) MBA – (ODL) (ii) AI&ML (Online Programme), and also approve the Programme Project Reports (PPRs) for the following proposed programmes:

3. MBA – Open and Distance Learning (ODL) – 02 years
4. M.S in AI&ML – Online Programme – 02 years.

//ISSUED BY ORDER//

To
The Director, Centre for Distance and Online Education, JNTUK.
Copy to the Secretary to Hon'ble Vice-Chancellor, JNTUK.
Copy to the PA to Rector, JNTUK.
Copy to the PA to Registrar, JNTUK.
Copy to the OSD, JNTUK.
Copy to the JR, DR, AR, Supdts., JNTUK.


REGISTRAR

REGISTRAR
J.N.T. University Kakinada
Kakinada-533003

ACADEMIC REGULATIONS

COURSE STRUCTURE

For

MASTER OF BUSINESS ADMINISTRATION

(Applicable for the batches admitted from 2023-24)



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
KAKINADA – 533003, ANDHRA PRADESH, INDIA

LEARNING OUTCOMES FOR MBA PROGRAMME

Programme Outcomes (POs)

- Apply knowledge of management theories and practices to solve business problems.
- Foster Analytical and critical thinking abilities for data-based decision making.
- Ability to develop Value based Leadership ability.
- Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
- To develop the knowledge, skills and attitude of the student which helps them to support & enhance their entrepreneurial ability.

Programme Specific Outcomes (PSOs)

Financial Management

To employ financial models and tools through data based decision making for managing organizational growth.

- To apply accounting skills for wealth creation and maximization for their entrepreneurial venture

Marketing Management

- To employ business strategies and marketing theories through creative idea implementation for giving a competitive edge to the organization
- To imply the current knowledge of marketing for achieving strategic objectives through understanding current trends and market scenarios.

Human Resource Management

- To employ interpersonal skills and various Human Resource theories in order to achieve best Human Resource practices.
- To implement various Human Resource laws and welfare practices for betterment of employees for sustainable growth of organization

1. INFORMATION ON RELEVANCE OF PROGRAM:

INTRODUCTION:

JNTUK is offering M.B.A. program to equip the students with necessary conceptual and analytical skills required for handling the business operations.

Objectives of the program:

- 1) This program aims at developing the required knowledge, skills and aptitude among learners so that they contribute significantly in the area of trade, commerce and industry.
- 2) To impart qualitative and value based management & commerce education to the student's in terms of knowledge, skills and attitudes of social services to enable them to have all-round development.
- 3) Students will be able to understand and apply the accounting principles, concepts and applications in the changing Global environment by studying Accounting and management related concepts

2. PROGRAM DURATION: 2 years (Max. period is 4 years)

3. INSTRUCTIONAL DESIGN

Eligibility & Admission Criteria: Passed any Bachelor Degree of minimum 3 years duration. Obtained at least 50% marks (45% in case of Candidates belonging to reserved category) in the qualifying examination.

Medium and Method of instruction: The medium of instruction shall be English. The method of instruction shall comprise print and face to face interaction.

Course Material: Comprehensive printed course material, specially designed for self-study, shall be provided to every learner, Soft copy of the Self Learning Material (SLM) will be supplied to all the learners after confirmation of admission In addition to the course material, the learners are required to read suggested textbooks and articles published in journals.

Academic Counseling: Face-to-face classes or online classes are conducted at designated centres in all programs to enable the learners to have interaction with resource persons for clarification of doubts.

Examinations: Each paper carries 70 marks end theory examinations and 30 marks internal assessment in the form of assignments. Exams are conducted at different affiliated colleges of the University by sending observers from University

Duration: The duration of each theory examination shall be three hours.

4. PROCEDURE OF EVALUATION

The theory papers of end examinations will be evaluated by a different faculty members drawn from University and affiliated colleges.

Internal Evaluation: Internal evaluation shall be made on the evaluation of the assignments submitted by the learners for 30 marks.

Reappearance: A learner who has fails in any theory paper of any year shall have to reappear for the examination of that course in the following end examinations.

Betterment:

1. Learners who have passed in all the courses of a program and who have obtained a Pass or Second Class are eligible for attempting for Betterment of Grades.
2. Learners who have already secured a First Class are not eligible for betterment of Grade.
3. Betterment of Grades is permitted only once and that too within two years of passing.
4. Learners can appear for betterment of all papers in a year.
5. New Marks list / Provisional Certificate shall be issued to candidates who have improved their Class after submitting the old Marks List/Provisional Certificate only.

5. Eligibility for the Award of Master of Business Administration (M.B.A.) Degree:

Duration of the program: The course of study for M.B.A. Program through Open & Online Distance Learning shall be extended over a period of two academic years. However, a learner may complete the program in not more than four years including the study period.

A learner shall be eligible for the award of M.B.A., if he/she fulfils the following conditions.

1. Registered and successfully completed all the courses.
2. Successfully acquired the minimum required marks as specified in the curriculum.
3. The learners should not have any dues to the University, and
4. No disciplinary action is pending against the learner.

6. GENERAL INSTRUCTIONS:

The academic regulations should be read as a whole for purpose of any interpretation.

- In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice Chancellor is final.
- The University may change or amend the academic regulations, scheme of instructions and syllabus at any time and the changes and amendments made shall be applicable to all the learners with effect from a date notified by the University.

7. FEE STRUCTURE: Rs. 15,000/- (tuition fee) per Semester

COURSE STRUCTURE

I YEAR I SEMESTER							
S.No	Course Code	Courses	Marks	L	T	P	C
1	C-101	Management and Organizational Behavior	100	4	0	0	4
2	C-102	Managerial Economics	100	4	0	0	4
3	C-103	Accounting for Managers	100	4	0	0	4
4	C-104	Quantitative Analysis for Business Decisions	100	4	0	0	4
5	C-105	Legal and Business Environment	100	4	0	0	4
6	C-106	Business Communication and Soft skills	100	4	0	0	4
7	C-107 Open Elective	Cross Cultural Management Rural Innovation projects MOOCs : SWAYAM/NPTEL- Related to Management Courses other than listed courses in the syllabus	100	4	0	0	4
8	C-108	Business Communication and Soft skills Lab	50	0	0	2	2
9	C-109	Information Technology – Lab1(Spreadsheet and Tally)	50	0	0	2	2
Total			800	28	0	4	32

I YEAR II SEMESTER							
S.No	Course Code	Courses	Marks	L	T	P	C
1	C-201	Financial Management	100	4	0	0	4
2	C-202	Human Resource Management	100	4	0	0	4
3	C-203	Marketing Management	100	4	0	0	4
4	C-204	Operations Management	100	4	0	0	4
5	C-205	Business Research Methods	100	4	0	0	4
6	C-206 open elective	Project Management Technology Management Lean Management Database Management System	100	4	0	0	4
7	C-207	IT-lab 2(Programming R)	50	0	0	2	2
Total			650	24	0	2	26

II YEAR III SEMESTER							
S.No	Course Code	Courses	Marks	L	T	P	C
1	C-301	Strategic Management	100	4	0	0	4
2	C -302	Operations Research	100	4	0	0	4
3	E -301	Elective – 1	100	4	0	0	3
4	E-302	Elective – 2	100	4	0	0	3
5	E-303	Elective – 3	100	4	0	0	3
6	E-304	Elective – 4	100	4	0	0	3
7	C-304	Industrial Project based on Summer Internship	100	4	0	0	4
Total			700	28	0	0	24

II YEAR IV SEMESTER							
S.No	Course Code	Courses	Marks	L	T	P	C
1	C -401	Supply Chain Management and Analytics	100	4	0	0	4
2	C-402	Innovation and Entrepreneurship	100	4	0	0	4
3	E-401	Elective – 5	100	4	0	0	3
4	E-402	Elective – 6	100	4	0	0	3
5	E-403	Elective – 7	100	4	0	0	3
6	E-404	Elective – 8	100	4	0	0	3
7	C-403	Comprehensive Viva- voce	50	0	0	0	2
Total Marks / Credits			650	28	0	0	22
			2800				104

HUMAN RESOURCE MANAGEMENT

III SEMESTER

S. no	Course Code	SUBJECT TITLE
1	EH-301	Leadership and Change Management
2	EH-302	Performance Evaluation and Compensation Management
3	EH-303	Human Resource Metrics and Analytics
4	EH-304	Human Capital Management
5	EH-305	Manpower Planning, Recruitment, and Selection

IV SEMESTER

S. no	Course Code	SUBJECT TITLE
1	EH-401	Labor Welfare and employment laws
2	EH-402	International HRM
3	EH-403	Employee Relations and Engagement
4	EH-404	Human Resources Development
5	EH-405	Strategic HRM

FINANCE

III SEMESTER

S. no	Course Code	SUBJECT TITLE
1	EF-301	Investment Analysis and Portfolio Management
2	EF-302	Managing Banks and Financial Institutions
3	EF-303	Financial Markets and Services
4	EF-304	Mergers, Acquisitions and Corporate Restructuring
5	EF-305	Taxation

IV SEMESTER

S. no	Course Code	SUBJECT TITLE
1	EF-401	Financial Derivatives
2	EF-402	Global Financial Management
3	EF-403	Financial Risk Management
4	EF-404	Strategic Financial Management
5	EF-405	Behavioral Finance