

Course Structure

For

MASTER OF BUSINESS ADMINISTRATION

(Applicable for batches admitted from 2018-2019)



Amrita Sai Institute of Science & Technology

Approved by AICTE, New Delhi; Permanently Affiliated to JNTUK, Kakinada
ISO 9001:2015 Certified Institution; Accredited by NAAC with "A" grade

Amrita Sai Nagar, Paritala, Krishna District Andhrapradesh – 521 180

www.amritasai.edu.in, 0866-2428399

I Semester

Subject	Title	Marks	Credits
18AJMB1101	Principles of Management	100	3
18AJMB1102	Managerial Economics	100	3
18AJMB1103	Accounting for Managers	100	3
18AJMB1104	Managerial Communication & Soft skills	100	3
18AJMB1105	Business Environment	100	3
18AJMB1106	Quantitative Analysis for Business Decision	100	3
18AJMB1107	IT – LAB	100	3

II Semester

Subject	Title	Marks	Credits
18AJMB1201	Financial Management	100	3
18AJMB1202	Human Resource Management	100	3
18AJMB1203	Marketing Management	100	3
18AJMB1204	Production and Operations Management	100	3
18AJMB1205	Business Research Methods	100	3
18AJMB1206	Organizational Behavior	100	3
18AJMB1207	Mini Project *	50	2
	Seminar on Mini Project	50	2

III Semester

Subject	Title	Marks	Credits
18AJMB2101	Strategic Management	100	3
18AJMB2102	Legal Aspects of Business	100	3
18AJMB2103	Business Ethics & Corporate Governance	100	3
18AJMB21E1	Elective – 1	100	3
18AJMB21E2	Elective – 2	100	3
18AJMB21E3	Elective – 3	100	3
18AJMB21E4	Elective – 4	100	3

IV Semester

Subject	Title	Marks	Credits
18AJMB2201	Logistic and Supply Chain Management	100	3
18AJMB2202	Entrepreneurship Development	100	3
18AJMB22E1	Elective – 5	100	3
18AJMB22E2	Elective – 6	100	3
18AJMB22E3	Elective – 7	100	3
18AJMB22E4	Elective – 8	100	3
	Major Project & Comprehensive Viva	Grade	8
Total Marks / Credits		2700	90

Elective: The student has to choose any **ONE** Specialization from the following areas in the beginning of III Semester

III SEMESTER

HR

	SUBJECT TITLE
Elective-1	Leadership Management
Elective-2	Compensation and Reward Management
Elective-3	Performance Management
Elective-4	Strategic Human Resource Management

FINANCE

	SUBJECT TITLE
Elective-1	Security Analysis & Portfolio Management
Elective-2	Banking and Insurance Management
Elective-3	Advance Management Accounting
Elective-4	Strategic Financial Management

MARKETING

	SUBJECT TITLE
Elective-1	Consumer Behavior
Elective-2	Retail Management
Elective-3	Customer Relationship Management
Elective-4	Strategic Human Resource Management

SYSTEMS

	SUBJECT TITLE
Elective-1	E-Business
Elective-2	RDBMS
Elective-3	Web Designing
Elective-4	Strategic Human Resource Management

IV SEMESTER

HR

	SUBJECT TITLE
Elective-5	Organizational Development & Change Management
Elective-6	Global HRM
Elective-7	Labor Welfare & Legislation
Elective-8	Management of Industrial Relations

FINANCE

	SUBJECT TITLE
Elective-5	Financial Markets and Services
Elective-6	Global Financial Management
Elective-7	Risk Management
Elective-8	Tax Management

MARKETING

	SUBJECT TITLE
Elective-5	Services Marketing
Elective-6	Promotional Distribution Management
Elective-7	Global Marketing Management
Elective-8	Supply Chain Management

SYSTEMS

	SUBJECT TITLE
Elective-5	Business Intelligence
Elective-6	Enterprise Resource Planning
Elective-7	Cyber Laws & Security
Elective-8	Information Systems Audit

Mini Project Report

The student should undergo survey based fieldwork under the guidance of Internal Faculty and submit the report before the completion of II Semester End Examinations.