



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**

**INTEGRATED MASTER OF BUSINESS ADMINISTRATION (MBA)**  
**COURSE STRUCTURE**

(IMBA)

*(Applicable for batches admitted from 2019-2020)*



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA**



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, KAKINADA: KAKINADA  
SCHOOL OF MANAGEMENT STUDIES

**INTEGRATED MBA  
COURSE STRUCTURE 2019**

**I SEMESTER**

<b>Code</b>	<b>SUBJECT TITLE</b>	<b>Credits</b>	<b>Max. Marks</b>
19IM101	English Language – I	4	100
19IM102	Business Mathematics & Statistics	4	100
19IM103	Fundamentals of Business Organization	4	100
19IM104	Financial Accounting – I	4	100
19IM105	Fundamentals of Computers	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

**II SEMESTER**

<b>Code</b>	<b>SUBJECT TITLE</b>	<b>Credits</b>	<b>Max. Marks</b>
19IM201	English Language – II	4	100
19IM202	Business Environment	4	100
19IM203	Managerial Economics	4	100
19IM204	Financial Accounting – II	4	100
19IM205	Organizational Communications.	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

**III SEMESTER**

<b>Code</b>	<b>SUBJECT TITLE</b>	<b>Credits</b>	<b>Max. Marks</b>
19IM301	Principles of Management	4	100
19IM302	Cost Accounting	4	100
19IM303	Banking Theory & Practice	4	100
19IM304	Business Law	4	100
19IM305	Entrepreneurship Development	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

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**IV SEMESTER**

<b>Code</b>	<b>SUBJECT TITLE</b>	<b>Credits</b>	<b>Max. Marks</b>
19IM401	Organizational Behavior	4	100
19IM402	Management Accounting	4	100
19IM403	Company Law	4	100
19IM404	GST(Goods and Services Taxes)	4	100
19IM405	Management Information Systems	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

**V SEMESTER**

<b>Code</b>	<b>SUBJECT TITLE</b>	<b>Credits</b>	<b>Max. Marks</b>
19IM501	Financial Management	4	100
19IM502	Marketing Management	4	100
19IM503	Human Resource Management	4	100
19IM504	Operations Management	4	100
19IM505	Business Research Methodology	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

**VI SEMESTER**

<b>Code</b>	<b>SUBJECT TITLE</b>	<b>Credits</b>	<b>Max. Marks</b>
19IM601	Operations Research	4	100
19IM602	International Business	4	100
19IM603	Strategic Management	4	100
19IM604	Decision Support Systems	4	100
19IM605	Summer Internship (6 weeks)	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

**VII SEMESTER**

<b>Code</b>	<b>Subject Code</b>	<b>Credits</b>	<b>Max. Marks</b>
19IM701	Knowledge Management	4	100
19IM702	Strategic Cost Management	4	100
19IM703	Elective - 1	4	100
19IM704	Elective - 2	4	100
19IM705	Elective - 3	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

### VIII SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
19IM801	Total Quality Management	4	100
19IM802	Project Management	4	100
19IM803	Elective – 4	4	100
19IM804	Elective – 5	4	100
19IM805	Elective - 6	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

### IX SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
19IM901	Intellectual Property Rights	4	100
19IM902	Corporate Governance	4	100
19IM903	Elective - 7	4	100
19IM904	Elective – 8	4	100
19IM905	Elective - 9	4	100
<b>Total</b>		<b>20</b>	<b>500</b>

### X SEMESTER

Code	SUBJECT TITLE	Credits	Max. Marks
19IM1001	Major Project Report (Plagiarism by Turnitin less than 40%)	10	250
19IM1002	Project Seminar **	4	100
19IM1003	Viva – Voce	4	100
<b>Total</b>		<b>18</b>	<b>450</b>



Director (i/c)  
Academic Planning  
JNTUK Kakinada

## HR

Code	SUBJECT TITLE
19IMEH703	HR Planning
19IMEH704	Leadership Management
19IMEH705	Compensation and Reward Management

## FINANCE

Code	SUBJECT TITLE
19IMEF703	Security Analysis
19IMEF704	Banking and Insurance Management
19IMEF705	Behavioral Finance

## MARKETING

Code	SUBJECT TITLE
19IMEM703	Consumer Behavior
19IMEM704	Rural Marketing
19IMEM705	Retail Management

## SYSTEMS

Code	SUBJECT TITLE
19IMES703	Data Science using R
19IMES704	Internet of Things
19IMES705	Web Designing(full stack)

## HR

<b>Code</b>	<b>SUBJECT TITLE</b>
19IMEH803	Human Resource Metrics and Analytics
19IMEH804	Strategic Human Resource Management
19IMEH805	Organizational Development & Change Management

## FINANCE

<b>Code</b>	<b>SUBJECT TITLE</b>
19IMEF803	Strategic Financial Management
19IMEF804	Portfolio Management
19IMEF805	Financial Markets and Services

## MARKETING

<b>Code</b>	<b>SUBJECT TITLE</b>
19IMEM803	Customer Relationship Management
19IMEM804	Marketing Research
19IMEM805	Services Marketing

## SYSTEMS

<b>Code</b>	<b>SUBJECT TITLE</b>
19IMES803	Managing Software Projects
19IMEF804	Business Intelligence
19IMEF805	SAP Modules(FICO/SD/HRM/MM/SCM)

## HR

Code	SUBJECT TITLE
19IMEH903	International HRM
19IMEH904	Labor Welfare & Legislation
19IMEH905	Management of Industrial Relations

## FINANCE

Code	SUBJECT TITLE
19IMEF903	International Financial Management
19IMEF904	Risk Management
19IMEF905	Taxation

## MARKETING

Code	SUBJECT TITLE
19IMEM903	Promotion and Distribution Management
19IMEM904	International Marketing Management
IMEM905	Digital and Social Media Marketing

## SYSTEMS

Code	SUBJECT TITLE
19IMES903	Cyber Laws & Security
19IMES904	Information Systems & Audit
19IMES905	Cloud Computing

  
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