



**MASTER OF BUSINESS ADMINISTRATION
COMMON COURSE STRUCTURE
REGULATION – R23**

SEMESTER-I

S.No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	23A10101	Management & Organizational Behaviour	CC	4	0	0	4
2.	23A10102	Business Environment & Law	CC	4	0	0	4
3.	23A10103	Managerial Economics	CC	4	0	0	4
4.	23A10104	Financial Accounting for Managers	CC	4	0	0	4
5.	23A10105	Statistics for Managers	CC	4	0	0	4
6.	23A10106	Management Information Systems	CC	4	0	0	4
7.	23A10107	Business Communication Practice	SC	0	1	2	2
8.	23A10108	Information Technology Lab	SC	0	1	2	2
		TOTAL		24	2	8	28

SEMESTER- II

S.No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	23A10201	Financial Management	CC	4	0	0	4
2.	23A10202	Marketing Management	CC	4	0	0	4
3.	23A10203	Human Resource Management	CC	4	0	0	4
4.	23A10204	Business Research Methods	CC	4	0	0	4
5.	23A10205	Operations Research	CC	4	0	0	4
6.	23A10206	Operations Management	CC	4	0	0	4
7.	23A10207a 23A10207b 23A10207c	General Elective – I Advanced Communication E-Business Industry 4.0 & Innovation	GE	2	0	0	2
8.	23A10208	Data Analytics Lab	SC	0	1	2	2
		TOTAL		26	1	2	28


Dr. K.V. Subba Reddy Institute of Technology

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SEMESTER - III

S.No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	23A10301	Strategic Management	CC	4	0	0	4
2.	23A10302	Green Business Management	CC	4	0	0	4
3.	23A10303a	Specialization Elective – I Cost and Management Accounting	SE	4	0	0	4
	23A10303b	Product and Brand Management					
	23A10303c	Human Resource Development					
	23A10303d	Mobile Commerce					
4.	23A10304a	Specialization Elective – II Financial Institutions and Services	SE	4	0	0	4
	23A10304b	Consumer Behavior					
	23A10304c	Labor laws and Legislation					
	23A10304d	Supply Chain Management					
5.	23A10305a	Specialization Elective - III Investment and Portfolio Management	SE	4	0	0	4
	23A10305b	Rural Marketing					
	23A10305c	Performance Management					
	23A10305d	Enterprise Resource Planning					
6.	23A10306a	Specialization Elective –IV Auditing and Taxation	SE	4	0	0	4
	23A10306b	Advertising and Sales Promotion Management					
	23A10306c	Knowledge Management					
	23A10306d	Data Visualization & Analytics					
7.	23A10307a	General Elective – II (MOOCS) Entrepreneurship Development	GE	2	0	0	2
	23A10307b	Project Management					
	23A10307c	Business Ethics & Corporate Governance					
8.	23A10308	Business Simulation Lab	LC	0	0	2	1
9.	23A10309	Experiential Learning Project	PR	0	0	2	1
		TOTAL		28		4	28



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SEMESTER - IV

S. No.	Course Code	Course Name	Category	Hours per			Credits
				L	T	P	
1.	23A10401a	Specialization Elective-V Financial Derivatives	SE	4	0	0	4
	23A10401b	Services Marketing					
	23A10401c	Organization Development					
	23A10401d	Data Communication and Network Analysis					
2.	23A10402a	Specialization Elective – VI International Financial Management	SE	4	0	0	4
	23A10402b	International Marketing					
	23A10402c	Global Human Resource Management					
	23A10402d	Corporate Information Management					
3.	23A10403	Project Work	PR	0	0	20	10
		TOTAL		8		20	18