



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

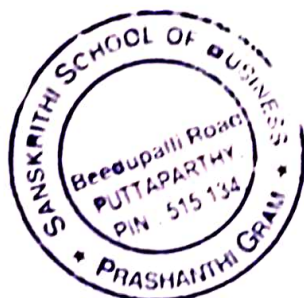
MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

SEMESTER – I

S. No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	21E00101	Management & Organizational Behaviour	CC	4	0	0	4
2.	21E00102	Business Environment & Law	CC	4	0	0	4
3.	21E00103	Managerial Economics	CC	4	0	0	4
4.	21E00104	Financial Accounting for Managers	CC	4	0	0	4
5.	21E00105	Statistics for Managers	CC	4	0	0	4
6.	21E00106	Management Information Systems	CC	4	0	0	4
7.	21E00107	Business Communication Practice	SC	0	1	2	2
8.	21E00108	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.	21E00201	Financial Management	CC	4	0	0	4
2.	21E00202	Marketing Management	CC	4	0	0	4
3.	21E00203	Human Resource Management	CC	4	0	0	4
4.	21E00204	Business Research Methods	CC	4	0	0	4
5.	21E00205	Operations Research	CC	4	0	0	4
6.	21E00206	Operations Management	CC	4	0	0	4
7.	21E00207a 21E00207b 21E00207c	General Elective – I Advanced Communication E-Business Industry 4.0 & Innovation	GE	2	0	0	2
8.	21E00208	Data Analytics Lab	SC	0	1	2	2
		TOTAL		26	1	2	28



Dr. Balakrishna
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

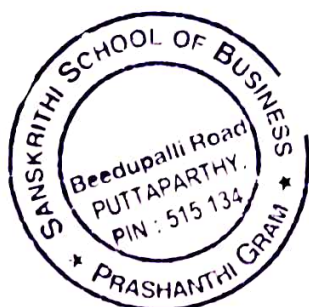


JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE

SEMESTER - III

S.No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	21E00301	Strategic Management	CC	4	0	0	4
2.	21E00302	Green Business Management	CC	4	0	0	4
3.	21E00303a 21E00303b 21E00303c 21E00303d	Specialization Elective – I Cost and Management Accounting Product and Brand Management Human Resource Development Mobile Commerce	SE	4	0	0	4
4.	21E00304a 21E00304b 21E00304c 21E00304d	Specialization Elective – II Financial Institutions and Services Consumer Behavior Labor laws and Legislation Supply Chain Management	SE	4	0	0	4
5.	21E00305a 21E00305b 21E00305c 21E00305d	Specialization Elective - III Investment and Portfolio Management Rural Marketing Performance Management Enterprise Resource Planning	SE	4	0	0	4
6.	21E00306a 21E00306b 21E00306c 21E00306d	Specialization Elective –IV Auditing and Taxation Advertising and Sales Promotion Management Knowledge Management Data Visualisation & Analytics	SE	4	0	0	4
7.	21E00307a 21E00307b 21E00307c	General Elective – II (MOOCS) Entrepreneurship Development Project Management Business Ethics & Corporate Governance	GE	2	0	0	2
8.	21E00308	Business Simulation Lab	LC	0	0	2	1
9.	21E00309	Experiential Learning Project	PR	0	0	2	1
		TOTAL		28		4	28



Dr. Balakrishna
PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prashanthi Gram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

SEMESTER - IV

S.No.	Course Code	Course Name	Category	Hours per			Credits
				L	T	P	
1.	21E00401a	Specialization Elective – V Financial Derivatives	SE	4	0	0	4
	21E00401b	Services Marketing					
	21E00401c	Organization Development					
	21E00401d	Data Communication and Network Analysis					
2.	21E00402a	Specialization Elective – VI International Financial Management	SE	4	0	0	4
	21E00402b	International Marketing					
	21E00402c	Global Human Resource Management					
	21E00402d	Corporate Information Management					
3.	21E00403	Project Work	PR	0	0	20	10
		TOTAL		8		20	18



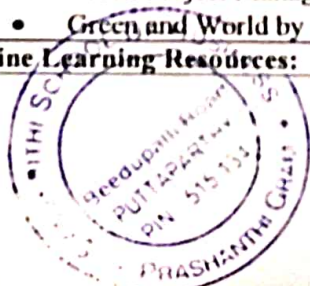
Dr. Balakrishna
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prashanthi Gram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE

Course Code	Green Business Management	L	T	P	C
21E00302			4	0	0
Semester		III			
Course Objectives:					
<ul style="list-style-type: none"> To impart students an understanding of green business, its advantages, issues and opportunities To give awareness on organizational structure, environment and corporate environmental responsibility (CER). To provide knowledge over the strategies for building eco-business . 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> To understand concept of green business management. To know the environmental and sustainability issues for the production and CER. To describe and identify indicators of sustainability and bio-diversity at Indian perspective. To study green techniques and methods. To build eco-commerce models for green business projects and companies. 					
UNIT - I		Lecture Hrs: 8			
Introduction of Green Management: The concept of Green Management; Evolution; nature, scope, importance and types; green management in India; Relevance in twenty first century					
UNIT - II		Lecture Hrs: 12			
Organizational Environment; Indian corporate structure and Environment; How to go green; spreading the concept in organization; Environmental and sustainability issues for the production of high-tech components and materials. Life Cycle Analysis of materials, sustainable production and its role in corporate environmental responsibility (CER).					
UNIT - III		Lecture Hrs:12			
Approaches from Ecological Economics; Indicators of sustainability; Eco- system services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories					
UNIT - IV		Lecture Hrs:12			
Environmental Reporting and ISO 14001; Climate change business and ISO 14064; Green financing; Financial initiative by UNEP; Green energy management; Green product management					
UNIT - V		Lecture Hrs:12			
Green Techniques and Methods; Green tax incentives and rebates (to green projects and companies); Green project management in action; Business redesign; Eco-commerce models					
Textbooks:					
<ol style="list-style-type: none"> Green Management and Green Technologies: Exploring the Causal Relationship by Jazmin Seijas Nogarida , ZEW Publications. The Green Energy Management Book by Leo A. Meyer, LAMA books 					
Reference Books:					
<ul style="list-style-type: none"> Green Marketing and Management: A global Perspective by John F. Whaik, Qbase Technologies. Green Project Management by Richard Maltzman And David Shiden, CRC Press Books. Green and World by Andrew S. Winston, Yale Press B 					
Online Learning Resources:					



Dr. Bala Koteswari

PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prashanthi,
PUTTAPARTHI



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

https://www.researchgate.net/publication/330089504_Green_Management-Concept_and_Strategies/link/5e2ce525458515a4e70766a1/download

https://steadystate.org/wp-content/uploads/Gowdy_Erickson_EE_Approach.pdf

<https://asq.org/quality-resources/iso-14001#:~:text=ISO%2014001%20is%20the%20international,than%20establishing%20environmental%20performance%20requirements.>



Dr. Balakrishna

PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prashanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.