

**Established: 2009**

**ICET Code: MLRS**

**Academic Regulations, Course Structure & Detailed Syllabus  
under Autonomous Status**

**Master of Business Administration (MBA)**

**Choice Based Credit System (CBCS)**

**(R22 Course structure and Syllabus)**

**(Applicable for the batches admitted from 2022-2023)**



**MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT  
[Autonomous]**

(An UGC Autonomous Institution, Approved by AICTE and Affiliated to MLRITM Hyderabad)  
Accredited by NAAC with 'A' Grade, Recognized under the section 2(1) & 12 (B) of UGC  
Act 1956

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# **MARRI LAXMAN REDDY**

## **INSTITUTE OF TECHNOLOGY AND MANAGEMENT**

(AN AUTONOMOUS INSTITUTION)

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Accredited by NBA and NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

### **MBA – Master of Business Administration**

#### **Course Structure (R22)**

*Applicable From 2022-23 Admitted Batch*

#### **Structure Breakup**

<b>S.NO</b>	<b>CATEGORY</b>	<b>Breakup of credits ( Total 102 Credits )</b>
<b>1</b>	<b>COMMON SUBJECTS</b>	<b>56</b>
<b>2</b>	<b>OPEN ELECTIVES</b>	<b>08</b>
<b>3</b>	<b>PROFESSIONAL ELECTIVES</b>	<b>26</b>
<b>4</b>	<b>LABS</b>	<b>04</b>
<b>5</b>	<b>SEMINARS</b>	<b>02</b>
<b>6</b>	<b>PROJECT SUBMISSION</b>	<b>02</b>
<b>7</b>	<b>PROJECT VIVA</b>	<b>04</b>
<b>TOTAL</b>		<b>102</b>

## I YEAR I SEMESTER

S. No.	Course Code	Course Title	Course Area	Hours Per Week			Credits	Scheme of Examination		
				L	T	P		Maximum Marks		Total
								Internal (CIE)	External (SEE)	
1	22MBA001	Management & Organizational Behaviour	Core	4	0	0	4	40	60	100
2	22MBA002	Business Economics	Core	4	0	0	4	40	60	100
3	22MBA003	Financial Accounting and Analysis	Core	4	0	0	4	40	60	100
4	22MBA004	Business Law and Environment	Core	4	0	0	4	40	60	100
5	22MBA005	Research Methodology & Statistical Analysis	Core	4	0	0	4	40	60	100
6	Open Elective – I 22MBA006	6A Indian Ethos and Management Ethics 6B Contemporary Management Practices 6C Total Quality Management 6D Disaster Management	OE	4	0	0	4	40	60	100
7	22MBA007	Annual Report Analysis -Seminar	Seminar	0	0	2	1	100	-	100
8	22MBA008	Business Communication Skills - Lab	Lab	0	0	2	2	40	60	100
<b>Total Credits</b>				<b>23</b>	<b>0</b>	<b>4</b>	<b>27</b>	<b>380</b>	<b>420</b>	<b>800</b>

## I YEAR II SEMESTER

S. No.	Course Code	Course Title	Course Area	Hours Per Week			Credits	Scheme of Examination		
				L	T	P		Maximum Marks		Total
								Internal (CIE)	External (SEE)	
1	22MBA009	Human Resource Management	Core	4	0	0	4	40	60	100
2	22MBA010	Marketing Management	Core	4	0	0	4	40	60	100
3	22MBA011	Financial Management	Core	4	0	0	4	40	60	100
4	22MBA012	Quantitative Techniques for Management	Core	4	0	0	4	40	60	100
5	22MBA013	Entrepreneurship and Design Thinking	Core	4	0	0	4	40	60	100
6	Open Elective – II 22MBA014	14A Python 14B Fundamentals of Corporate Social Responsibility 14C E-Business 14D Management of NGOs	OE	4	0	0	4	40	60	100
7	22MBA015	Industry Analysis and Report - Seminar	Seminar	0	0	2	1	100	---	100
8	22MBA016	Statistical Data Analysis - Lab	Lab	0	0	2	2	40	60	100
<b>Total Credits</b>				<b>24</b>	<b>0</b>	<b>4</b>	<b>27</b>	<b>380</b>	<b>420</b>	<b>800</b>

## II YEAR I SEMESTER

S. No.	Course Code	Course Title	Course Area	Hours Per Week			Credits	Scheme of Examination		
				L	T	P		Maximum Marks		
								Internal (CIE)	External (SEE)	Total
1	22MBA017	Supply Chain Management	Core	4	0	0	4	40	60	100
2	22MBA018	Business Analytics	Core	4	0	0	4	40	60	100
3	22MBA019	Project & Operations Management	Core	4	0	0	4	40	60	100
4	22MBA020	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
5	22MBA021	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
6	22MBA022	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
7	22MBA023	Summer Internship - Seminar	Seminar	0	0	2	2	100	-	100
<b>Total Credits</b>				<b>24</b>	<b>0</b>	<b>2</b>	<b>26</b>	<b>340</b>	<b>360</b>	<b>700</b>

## II YEAR II SEMESTER

S. No.	Course Code	Course Title	Course Area	Hours Per Week			Credits	Scheme of Examination		
				L	T	P		Maximum Marks		
								Internal (CIE)	External (SEE)	Total
1	22MBA024	Strategic Management	Core	4	0	0	4	40	60	100
2	22MBA025	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
3	22MBA026	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
4	22MBA027	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
5	22MBA028	Pre submission of project work - Seminar	Seminar	0	0	2	2	100	-	100
6	22MBA029	Main Project and Viva Voce	---	0	0	4	4	40	60	100
<b>Total Credits</b>				<b>16</b>	<b>0</b>	<b>6</b>	<b>22</b>	<b>300</b>	<b>300</b>	<b>600</b>

**SEMESTER-I****OPEN ELECTIVE-I**

Choose any one subject from the following

<b>Course Code</b>	<b>Course Title</b>
<b>22MBA006A</b>	Indian Ethos and Management Ethics
<b>22MBA006B</b>	Contemporary Management Practices
<b>22MBA006C</b>	Total Quality Management
<b>22MBA006D</b>	Disaster Management

**SEMESTER-I****OPEN ELECTIVE-II**

Choose any one subject from the following

<b>Course Code</b>	<b>Course Title</b>
<b>22MBA014A</b>	Python
<b>22MBA014B</b>	Fundamentals of Corporate Social Responsibility
<b>22MBA014C</b>	E-Business
<b>22MBA014D</b>	Management of NGOs

**SEMESTER-III****PROFESSIONAL ELECTIVES**

Choose any one group of specialization for each semester from the following

<b>PROFESSIONAL ELECTIVE-1</b>	
<b>22MBA020M</b>	Digital Marketing
<b>22MBA020F</b>	Security Analysis and Portfolio Management
<b>22MBA020H</b>	Performance Management & Employee Development
<b>22MBA020E</b>	Start up Management
<b>PROFESSIONAL ELECTIVE-2</b>	
<b>22MBA021M</b>	Practical Approaches to Services Marketing
<b>22MBA021F</b>	Financial Institutions, Markets and Services
<b>22MBA021H</b>	Compensation and Reward Management
<b>22MBA021E</b>	MSME Management
<b>PROFESSIONAL ELECTIVE-3</b>	
<b>22MBA022M</b>	Consumer Behavior
<b>22MBA022F</b>	Strategic Management Accounting
<b>22MBA022H</b>	Employee Relations
<b>22MBA022E</b>	Family Business Management

**SEMESTER-IV**  
**PROFESSIONAL ELECTIVES**

<b>PROFESSIONAL ELECTIVE-4</b>	
<b>22MBA025M</b>	International Marketing
<b>22MBA025F</b>	International Financial Management
<b>22MBA025H</b>	International Human Resource Management
<b>22MBA025E</b>	Entrepreneurial Finance
<b>PROFESSIONAL ELECTIVE-5</b>	
<b>22MBA026M</b>	Customer Relationship Management
<b>22MBA026F</b>	Financial Derivatives and Risk Management
<b>22MBA026H</b>	Leadership and Change Management
<b>22MBA026E</b>	Entrepreneurial Marketing
<b>PROFESSIONAL ELECTIVE-6</b>	
<b>22MBA027M</b>	Marketing Analytics
<b>22MBA027F</b>	Financial Analytics
<b>22MBA027H</b>	HR Analytics
<b>22MBA027E</b>	Creativity Innovation and Entrepreneurship