

Central Tribal University of Andhra Pradesh

(A Central University)

Department of Business Management

PROGRAM STRUCTURE

I SEMESTER								
Sl. No	Course Code	Course Title	Theory	Practicum	CIE Marks	SEE Marks	Total Marks	Credits
1	MBA501	Management Concept and Organizational Behaviour	4	0	30	70	100	4
2	MBA 502	Entrepreneurship Development	4	0	30	70	100	4
3	MBA 503	Business Statistics	4	0	30	70	100	4
4	MBA 504	Marketing Management	4	0	30	70	100	4
5	MBA 505	Accounting for Managers	4	0	30	70	100	4
6	MBA 506	Managerial Communication	4	0	30	70	100	4
7	MBA541	Industrial Visit	0	2	50	00	50	2
Total								26
II SEMESTER								
7	MBA551	Human Resources Management	4	0	30	70	100	4
8	MBA552	Financial Management	4	0	30	70	100	4
9	MBA553	Information Technology for Managers	4	0	30	70	100	4
10	MBA554	Operations Research	4	0	30	70	100	4
11	MBA555	Corporate Strategy	4	0	30	70	100	4
12	MBA556	Managerial Economics	4	0	30	70	100	4
13	MBA591	Leadership Camp	0	2	50	00	50	2
Total								26
III SEMESTER								
14	MBA601	Logistics & Supply Chain Management	4	0	30	70	100	4
15	MBA602	Research Methodology	4	0	30	70	100	4
16	MBA641	Internship	0	8	30	70	100	4
Specialization - Marketing								
17	MBA611	Consumer Behaviour	4	0	30	70	100	4
18	MBA612	Rural Marketing	4	0	30	70	100	4
Specialization - Finance								
19	MBA621	Cost and Management Accounting	4	0	30	70	100	4
20	MBA622	Advanced Financial Management	4	0	30	70	100	4
Specialization - Human Resource								
21	MBA631	Talent Management	4	0	30	70	100	4

Central Tribal University of Andhra Pradesh

(A Central University)

Department of Business Management

PROGRAM STRUCTURE

22	MBA632	Industrial Relations & Legislations	4	0	50	50	100	4
Total								28
IV SEMESTER								
23	MBA651	International Business	4	0	30	70	100	4
24	MBA652	Innovation & Design Thinking	4	0	30	70	100	4
25	MBA691	Dissertation	0	12	150	00	150	6
Elective 1: (Marketing)								
26	MBA661	Strategic Brand Management	4	0	30	70	100	4
27	MBA662	Social Media and AI in Marketing	4	0	30	70	100	4
Elective 2: (Finance)								
28	MBA671	Security Analysis And Portfolio Management	4	0	30	70	100	4
29	MBE672	Taxation	4	0	30	70	100	4
Elective 3: (Human Resource)								
30	MBA681	Conflict & Negotiation Management	4	0	30	70	100	4
31	MBA682	Personal Growth & Interpersonal Effectiveness	4	0	30	70	100	4
Total								30