



**VELAGAPUDI RAMAKRISHNA
SIDDHARTHA ENGINEERING COLLEGE**

DEEMED TO BE UNIVERSITY

(Under Section 3 of UGC Act, 1956)

Kanuru, Vijayawada - 520 007, AP. www.vrsiddhartha.ac.in

(Sponsored by Siddhartha Academy of General & Technical Education)

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866 2584930

SCHOOL OF MANAGEMENT

SCHEME OF INSTRUCTION FOR MBA PROGRAMME w.e.f. 2024-25

***Preparatory Term (Three weeks including Assessment)**

Contact Hours:16

S. No	Course Code	Course Category	Course Title	L	T	P	C
1	SM001	PT	Fundamentals of Accounting	4	0	0	--
2	SM002	PT	Fundamental concepts of Business Analytics	4	0	0	--
3	SM003	PT	Business, Government and Society	4	0	0	--
4	SM004	PT	IT for Managers	2	0	2	--
5	SM005	PT	Mirroring	--	--	--	--
Total				14		2	--

*Indicates Non-Credit Course – Mandatory to complete and the student will be awarded Satisfactory/Unsatisfactory but will not be part of CGPA.

SEMESTER I

CONTACT HOURS:34

S. No	Course Code	Course Category	Course Title	L	T	P	C
1	24SM501	PC	Management & OB	4	0	0	4
2	24SM502	PC	Economics for Managers	3	0	0	3
3	24SM503	PC	Financial Accounting Analysis for Decision Making	3	0	2	4
4	24SM504	PC	Marketing Management	3	0	0	3
5	24SM505	PC	Quantitative Techniques for Managers	3	0	2	4
6	24EN501	SEC	Professional Communication	2	0	3	3.5
Skill Enhancement Courses							
7	24SM506	SEC	AI for Managers	1	0	2	2
8	24SM507	SEC	Data Analysis using Excel	1	0	2	2
9	24SM581	SEC	News Analysis-I	0	0	1	0.5
10	24SM582	SEC	Corporate Readiness Training	0	0	2	1
TOTAL				20	0	14	27

SEMESTER II**CONTACT HOURS:38**

S. No	Course Code	Course Category	Course Title	L	T	P	C
1	24SM511	PC	Business Research Methodology	2	0	2	3
2	24SM512	PC	Corporate Finance	3	0	2	4
3	24SM513	PC	Human Resource Management	3	0	0	3
4	24SM514	PC	Business Law	2	0	0	2
5	24SM515	PC	Operation and Supply Chain Management	3	0	2	4
5	24SM516	PC	Optimization Techniques	2	0	2	3
6	24SM517	PC	Business Analytics with R-Programming	2	0	2	3
7	24EN502	SEC	Business Communication	2	0	2	3
Skill Enhancement Courses							
8	24SM519	SEC	Visualization using power BI	1	0	2	2
9	24SM583	SEC	News Analysis-2	0	0	2	1
10	24MA502	SEC	Personality Development Course-I (PDC-1)	0	0	2	1
			TOTAL	20	0	18	29

Summer Internship to be done during summer vacation at end of first year for 8weeks, carrying 4 credits. Credits will be shown in III Semester only.

Specialisations***ELECTIVES IN SEMESTER – III & IV***

No. of students for each specialization shall be **20 and above**.

The student can choose dual elective combination (5+5) across 5 elective baskets during III and IV Semesters.

The student shall choose 3 electives from any single Elective basket from III semester and another 2 electives from the same basket only in the IV semester. The student shall choose 2 electives from another Elective basket in III semester and 3 Electives from same basket only in the IV semester.

SEMESTER III

CONTACT HOURS:30

S. No	Course Code	Course Category	Course Title	L	T	P	C
1	24SM601	PC	Corporate Governance & Ethics	2	0	0	2
2	24SM602	PC	Strategy and Policy	3	0	0	3
3	24SM603	PC	Design Thinking	1	0	2	2
4-6	24SM604A	PE	Consumer Behaviour	*	0	*	3
	24SM604B	PE	Integrated Marketing Communication	*	0	*	3
	24SM604C	PE	Agricultural and Rural Marketing	*	0	*	3
	24SM604D	PE	Sales and Distribution Management	*	0	*	3
	24SM604E	PE	Digital Marketing	*	0	*	3
7,8	24SM605A	PE	Investment Management	*	0	*	3
	24SM605B	PE	Financial Institutions and Markets	*	0	*	3
	24SM605C	PE	Behavioural Finance	*	0	*	3
	24SM605D	PE	Financial Risk Management	*	0	*	3
	24SM605E	PE	Strategic Financial Management	*	0	*	3
7,8	24SM606A	PE	Industrial Relations and Labour Laws	*	0	*	3
	24SM606B	PE	Learning and Development	*	0	*	3
	24SM606C	PE	Performance Management	*	0	*	3
	24SM606D	PE	Managing Change in Organisations	*	0	*	3
	24SM606E	PE	Talent Management in Organisations	*	0	*	3
7,8	24SM607A	PE	Predictive Analytics	*	0	*	3
	24SM607B	PE	Data Science for Managers (with Python)(DSW)	*	0	*	3
	24SM607C	PE	Data bases and Data warehousing (DDWC)	*	0	*	3
	24SM607D	PE	Cloud Computing	*	0	*	3
	24SM607E	PE	Business Intelligence	*	0	*	3
7,8	24SM608A	PE	Supply Chain Management	*	0	*	3
	24SM608B	PE	Service Operations Management	*	0	*	3
	24SM608C	PE	Logistics Management	*	0	*	3
	24SM608D	PE	Materials Management	*	0	*	3
	24SM608E	PE	Project Management	*	0	*	3
Proficiency Enhancement Courses							
9	24SM681	PEC	Major Project /Summer Internship	0	0	0	4
10	24SM682	PEC	Business Simulations	0	0	4	2
11	24EN503	PEC	Personality Development Course-II(PDC-II)	0	0	2	1
	TOTAL			*	0	8*	29

Note: * As per the elective chosen by the student in the respective semester

SEMESTER IV

CONTACT HOURS:22

S. No	Course Code	Course Category	Course Title	L	T	P	C
1	24SM611	PC	Innovation & Entrepreneurship	3	0	0	3
2	24SM612	PC	International Business	3	0	0	3
3,4	24SM13A	PE	Product and Brand Management	*	0	*	3
	24SM13B	PE	Services Marketing	*	0	*	3
	24SM13C	PE	Marketing Analytics	*	0	*	3
	24SM13D	PE	B2B Marketing	*	0	*	3
	24SM13E	PE	International Marketing	*	0	*	3
5-7	24SM614A	PE	International Financial Management	*	0	*	3
	24SM614B	PE	24SM532F: Financial derivatives	*	0	*	3
	24SM614C	PE	Financial Modelling by using excel	*	0	*	3
	24SM614D	PE	Financial Analytics	*	0	*	3
	24SM614E	PE	Mergers, Acquisitions and Corporate Restructuring	*	0	*	3
5-7	24SM615A	PE	Challenges in Human Resource Management	*	0	*	3
	24SM615B	PE	24SM532H: Global HRM	*	0	*	3
	24SM615C	PE	Compensation & Rewards Strategy	*	0	*	3
	24SM615D	PE	Strategic HRM	*	0	*	3
	24SM615E	PE	HRAnalytics	*	0	*	3
5-7	24SM616A	PE	Cyber Security for Managers	*	0	*	3
	24SM616B	PE	Machine Learning	*	0	*	3
	24SM616C	PE	Big data eco-system-	*	0	*	3
	24SM616D	PE	Advanced Data Science for Managers	*	0	*	3
	24SM616E	PE	Web and Social Media Analytics	*	0	*	3
5-7	24SM617A	PE	Strategic Logistics Management	*	0	*	3
	24SM617B	PE	E-Commerce and Retail Supply Chain	*	0	*	3
	24SM617C	PE	Port and Terminal Management	*	0	*	3
	24SM617D	PE	Industry-Specific Supply Chain Strategies	*	0	*	3
	24SM617E	PE	Supply Chain Analytics	*	0	*	3
Proficiency Enhancement Courses							
8	24SM624I	PEC	Industry Analysis	0	0	2	1
TOTAL				20	0	2*	22

Note: * As per the elective chosen by the student in the respective semester

Total Credits=27+29+29+22=107

Category of Courses	Number of Credits	Percentage of credits
Program Core (PC)	59.50	55.61
Program Electives (PE)	30.00	28.03
Skill Enhancement Course (SEC)	9.50	8.88
Proficiency Enhancement Courses (PEC)	08.00	7.48
Total	107	100

CREDIT DISTRIBUTION - Category wise and Semester wise - MBA24

	Program Core (PC)	Program Electives (PE)	Skill Enhancement Course (SEC)	Proficiency Enhancement Courses (PEC)	Total
Semester 1	21.5	-	5.5	-	27
Semester 2	25	-	04	-	29
Semester 3	07	15	-	07	29
Semester 4	06	15	-	01	22
TOTAL	53	30	16	08	107

PROGRAM ELECTIVES (PE): SEMESTER III


Marketing(M)	L	T	P	C
24SM524M: Consumer Behaviour	2	-	2	3
24SM525M: IntegratedMarketing Communication	2	-	2	3
24SM526M: Agricultural and Rural Marketing	3	-	-	3
24SM527M: Sales and Distribution Management	2	-	2	3
24SM528M: Digital Marketing	2	-	2	3
Finance(F)	L	T	P	C
24SM524F: Investment Management	2	-	2	3
24SM525F: Financial Institutions and Markets	3	-	0	3
24SM526F: Behavioural Finance	2	-	2	3
24SM527F: Financial Risk Management	2	-	2	3
24SM528F: Strategic Financial Management	2	-	2	3

Human Resource Management(H)	L	T	P	C
24SM524H: Industrial Relations and Labour Laws	2	-	2	3
24SM525H: Learning and Development	3	-	0	3
24SM526H: Performance Management	2	-	2	3
24SM527H: Managing Change in Organisations	3	-	-	3
24SM528H: Talent Management in Organisations	2	-	2	3
Business Analytics(B)	L	T	P	C
24SM524B: Predictive Analytics	2	0	2	3
24SM525B: Data Science for Managers (with Python)(DSW)	2	0	2	3
24SM526B: Data bases and Data warehousing (DDWC)	2	0	2	3
24SM527B: Cloud Computing	2	0	2	3
24SM528B: Business Intelligence	2	0	2	3
LSCM(L)	L	T	P	C
24SM524L: Supply Chain Management	2	0	2	3
24SM525L: Service Operations Management	2	0	2	3
24SM526L: Logistics Management	2	0	2	3
24SM527L: Materials Management	2	0	2	3
24SM528L: Project Management	2	0	2	3

PROGRAM ELECTIVES (PE): SEMESTER IV

Marketing(M)	L	T	P	C
24SM531M: Product and Brand Management	3	0	0	3
24SM532M: Services Marketing	2	0	2	3
24SM533M: Marketing Analytics	2	0	2	3
24SM534M: B2B Marketing	2	0	2	3
24SM535M: International Marketing	3	0	0	3
Finance(F)	L	T	P	C

24SM531F: International Financial Management	2	0	2	3
24SM532F: Financial derivatives	2	0	2	3
24SM533F: Financial Modelling by using excel	2	0	2	3
24SM534F: Financial Analytics	2	0	2	3
24SM535F: Mergers, Acquisitions and Corporate Restructuring	3	0	-	3
Human Resource Management(H)	L	T	P	C
24SM531H: Challenges in Human Resource Management	3	0	0	3
24SM532H: Global HRM	2	0	2	3
24SM533H: Compensation & Rewards Strategy	3	0	-	3
24SM534H: Strategic HRM	2	0	2	3
24SM535H: HR Analytics	2	0	2	3
Business Analytics(B)				
24SM531B: Cyber Security for Managers	2	0	2	3
24SM532B: Machine Learning-	2	0	2	3
24SM533B: Big data eco-system-	2	0	2	3
24SM534B: Advanced Data Science for Managers	2	0	2	3
24SM535B: Web and Social Media Analytics	2	-	2	3
LSCM(L)	L	T	P	C
24SM531L: Strategic Logistics Management	2	0	2	3
24SM532L: E Commerce and Retail Supply Chain	2	0	2	3
24SM533L: Port and Terminal Management	3	0	-	3
24SM534L: Industry-Specific Supply Chain Strategies	2	0	2	3
24SM535L: Supply Chain Analytics	2	0	2	3


 Head, Dept. of MBA
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