MASTER OF BUSINESS ADMINISTRATION

R26-COURSE STRUCTURE & SYLLABUS

(Batches admitted from the Academic Year 2026-27)



MALLA REDDY ENGINEERING COLLEGE FOR WOMEN

(Autonomous Institution-UGC, Govt. of India)

Accredited by NBA & NAAC with 'A^{+}' Grade, UGC, Govt. of India

Maisammaguda, Dhullapally, Secunderabad, -500100

MALLA REDDY ENGINEERING COLLEGE FOR WOMEN
AUTONOMOUS INSTITUTION,
UGC, Govt. of India.
Accredited by NBA & NAAC with 'A+' Grade
Permanently Affiliated to JNTUH, Approved by AICTE, ISO 9001: 2015 Certified Institution

MBA Programme

COURSE STRUCTURE-R26

I Year – I Semester (I Semester)

S.NO	SUBJECT CODE	SUBJECT	L	T	P	C	Max. Marks	
							INT	EXT
1	260ECC01	Management and Organizational Behavior	4	0	0	4	40	60
2	260ECC02	Business Economics	4	0	0	4	40	60
3	260ECC03	Financial Reporting &Analysis	4	0	0	4	40	60
4	260ECC04	Research Methodology and Statistical Analysis	4	0	0	4	40	60
5	260ECC05	Legal and Business Environment	4	0	0	4	40	60
6		OPEN ELECTIVE-I	3	0	0	3	40	60
	260EOE01	Banking and Insurance						
	260EOE02	ESG and Sustainability Management						
	260EOE03	Cyber Security						
	260EOE04	Cross Cultural Management						
7	260ECCL1	Professional English and Business Communication Lab	1	0	2	2	40	60
		Total	**24**	**0**	**2**	**25**	**280**	**420**

I Year – II Semester (II Semester)

S.NO	SUBJECT CODE	SUBJECT	L	T	P	C	Max. Marks	
							INT	EXT
1	260ECC06	Human Resource Management	4	0	0	4	40	60
2	260ECC07	Marketing Management	4	0	0	4	40	60
3	260ECC08	Financial Management	4	0	0	4	40	60
4	260ECC09	Quantitative Analysis for Business Decisions	4	0	0	4	40	60
5	260ECC10	Entrepreneurship and Design Thinking	4	0	0	4	40	60
6	260ECC11	Production & Operations Management	4	0	0	4	40	60
7	260ECCL2	Statistical Data Analysis Lab	1	0	3	2	40	60
8	260ECCL3	Start-up / MSME / Innovation Development Plan/ Sector Specific Report	0	0	2	1	100	-
9		OPEN ELECTIVE-II	3	0	0	3	40	60
	260EOE05	Project Management						
	260EOE06	Business Ethics & Corporate Governance						
	260EOE07	International Business						
	260EOE08	E-Commerce						
		Total	**28**	**0**	**5**	**30**	**420**	**480**

II Year – I Semester (III Semester)

S.NO	SUBJECT CODE	SUBJECT	L	T	P	C	Max. Marks	
							INT	EXT
1	260ECC12	Supply Chain Management	4	0	0	4	40	60
2	260ECC13	AI for Business	4	0	0	4	40	60
3	260ECC14	Business Analytics	4	0	0	4	40	60
4	260ECCL4	Data Visualization Lab	1	0	2	2	40	60
5	260ESI01	Summer Internship	0	4	0	2	100	-
6		**CORE ELECTIVE-I**	4	0	0	4	40	60
	260EPE01	Digital Marketing						
	260EPE07	Security Analysis and Portfolio Management						
	260EPE13	Talent and Performance Management Systems						
	260EPE19	Startup and MSME Management						
7		**CORE ELECTIVE-II**	4	0	0	4	40	60
	260EPE02	Sales and Promotion Management						
	260EPE08	FINTECH						
	260EPE14	Learning and Development						
	260EPE20	Family Business Management						
8		**CORE ELECTIVE-III**	4	0	0	4	40	60
	260EPE03	Brand Management and Consumer Behaviour						
	260EPE09	Strategic Cost and Management Accounting						
	260EPE15	Employee Relation						
	260EPE21	Innovation and Entrepreneurship						
		Total	**25**	**4**	**2**	**28**	**380**	**420**

II Year – II Semester (IV Semester)

S.NO	SUBJECT CODE	SUBJECT	L	T	P	C	Max. Marks	
							INT	EXT
1	260ECC15	Strategic Management	4	0	0	4	40	60
2		**CORE ELECTIVE-IV**	4	0	0	4	40	60
	260EPE04	International Marketing						
	260EPE10	International Financial Management						
	260EPE16	International Human Resource Management						
	260EPE22	Entrepreneurial Finance						
3		**CORE ELECTIVE-V**	4	0	0	4	40	60
	260EPE05	Services & Retail Management						
	260EPE11	Risk Management and Financial Derivatives						
	260EPE17	Leadership and Change Management						
	260EPE23	Entrepreneurial Marketing						
4A		**CORE ELECTIVE-VI(A)**	2	0	0	2	40	60
	260EPE06A	Marketing Analytics – A						
	260EPE12A	Financial Analytics – A						
	260EPE18A	HR Analytics – A						
	260EPE24A	Technology Business Incubation – A						
4B		**CORE ELECTIVE-VI(B)-lab**	0	0	4	2	40	60
	260EPE06B	Marketing Analytics Lab – B						
	260EPE12B	Financial Analytics Lab – B						
	260EPE18B	HR Analytics Lab – B						
	260EPE24B	Business Incubation – Idea Lab – B						
5	260EPW01	Pre Submission of Project Seminar	0	2	2	2	100	-
6	260EPW02	Main Project & Comprehensive Viva-Voce	0	0	4	4	-	100
Total			**14**	**2**	**10**	**22**	**300**	**400**

Grand Total	**91**	**6**	**19**	**105**	**1310**	**1540**

Semester	**I-I**	**I-II**	**II-I**	**II-II**	**TOTAL**
Credits	**25**	**30**	**28**	**22**	**105**