

Grams: "TECHNOLOGY"
Email: dapjntuk@gmail.com



Phone: 0884-2300991
Mobile: +9177790000

Directorate of Academic & Planning
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
KAKINADA-533003, Andhra Pradesh, INDIA

Lr. No. JNTUK/DAP/MBA III Sem(E) R13-R16/2017

Date: 20-09-2017

Dr. Ch. Satyanarayana
M.Tech, Ph.D.,
Director, Academic & Planning

To
The Principals of all affiliated colleges,
JNTUK, Kakinada

Sub: JNTUK – DAP – Substitute Subjects (Electives) for Readmitted Students from
R13 to R16 – MBA III Semester (R16) - Reg.

All the Principals are hereby informed that the following are the substitute
subjects (Electives) for readmitted students from R13 to R16 MBA III Semester (R16).

Name of the Branch in MBA	Subjects as per R13 Regulation	Recommended Substitute Subject as per R16 Regulation
Marketing	Product Management	Customer Relationship Management
	Promotion and Distribution Management	Strategic Marketing Management
Finance	Invest Management	Security Analysis and Portfolio Management
	Banking and Insurance	Banking and Insurance Management
HRM	Compensation and Performance Management	Compensation and Reward Management
	Management of Industrial Relations	Strategic Human Resource Management
Systems	Enterprise Resource Planning	RDBMS


Director, Academic & Planning

Copy to
Secretary to Hon'ble Vice Chancellor, JNTUK
Director of Evaluation, JNTUK
CE (PG) and ACE's, JNTUK
Programme Director, School of Management Studies