

## COURSE STRUCTURE

### I - SEMESTER

Paper Code	Paper Title (Generic / Core Courses)	Teaching Hours/ week			Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial	Practical				
MBA10117	Management Process	4	1	1	Core	40	60	4
MBA 10217	Managerial Economics	3	1	1	Core	40	60	4
MBA 10317	Quantitative Techniques for Managerial Decisions	4	1	1	Core	40	60	4
MBA 10417	Business Environment & Legislation	3	1	1	Core	40	60	4
MBA 10517	Managerial Communication	3	1	1	Core	40	60	4
MBA 10617	Accounting for Managers	4	1	1	Core	40	60	4
<b>Generic Elective Courses (Choose any one out of three courses)</b>								
MBA 10717	Information Technology for Managers	1	1	1	Elective-1	50	-	2
MBA 10817	Personality Development	1	1	1	Elective-2	50	-	2
MBA 10917	Emotional Intelligence and Managerial Effectiveness	1	1	1	Elective-3	50	-	2
<b>Total for First Semester</b>		<b>22</b>	<b>07</b>	<b>07</b>	-	<b>240 +50</b>	<b>360</b>	<b>26</b>

## II - SEMESTER

Paper Code	Paper Title (Generic Functional Courses)	Teaching Hours/ week			Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial	Practical				
MBA20117	Marketing Management	3	1	1	Core	40	60	4
MBA 20217	Human Resource Management	3	1	1	Core	40	60	4
MBA 20317	Financial Management	3	1	1	Core	40	60	4
MBA 20417	Operations Research	3	1	1	Core	40	60	4
MBA 20517	Organizational Behaviour	3	1	1	Core	40	60	4
MBA 20617	Management Information Systems	3	1	1	Core	40	60	4
<b>Generic Elective Courses (Choose any two out of four courses)</b>								
MBA 20717	Life Skills	1	1	1	Elective-1	50	-	2
MBA20817	Industry and Business Domain Analysis	1	1	1	Elective-2	50	-	2
MBA 20917	GST	1	1	1	Elective-3	50	-	2
MBA 21017	MS Excel & Accounting Tally	1	1	1	Elective-4	50	-	2
<b>Total for Second Semester</b>		<b>20</b>	<b>8</b>	<b>8</b>	-	<b>240+100</b>	<b>360</b>	<b>28</b>

At the end of the 2<sup>nd</sup> semester, every student must undergo Industrial training for Six weeks and must prepare a project report and submit the same 10 days before the commencement of third semester examinations.

### III SEMESTER

Paper Code	Paper Title Generic core course	Teaching Hours/ week			Core / Elective	Internal Marks	External Marks	No. of Credi
		Lecture	Tutorial	Practical				
MBA30117	Strategic Management	1	1	1	Core	40	60	3
<b>FUNCTIONAL SPECIALISATIONS</b>								
<b>(Choose any 6 elective courses out of 5 Specializations having 5 courses each as shown in Table-1)</b>								
MBA302 MKT17 – MBA 306 MKT17	Marketing	6 X 5 = 30 HOURS (18L +6T+6P)			Electives	6X40	6X60	6X4
MBA302 HRMOB17 - MBA306 HRMOB17	HRM & OB							
MBA302 FIN17 - MBA306 FIN17	Finance							
MBA302 OPS17 - MBA306 OPS17	Operations							
MBA302 ENT17 - MBA306 ENT17	Entrepreneurship							
MBA30717	Project Work	-	-	-	-	-	50	2
<b>Generic Elective Courses (Choose any one out of three courses)</b>								
MBA30817	Leadership	1	1	1	Elective-1	50	-	2
MBA 30917	Creativity & Innovation	1	1	1	Elective-2	50	-	2
MBA31017 MOOCS /NCFM/IRDA/NISM	Any online course related to MBA from the authentic sources	1	1	1	Elective-3	A PASS CERTIFICATE WITH 50% MARKS		2
<b>TOTAL FOR III SEMESTER</b>		<b>20</b>	<b>8</b>	<b>8</b>	-	<b>280 + 50</b>	<b>470</b>	<b>31</b>
<b>Note: Candidates are encouraged to opt for MBA310 (MOOCS and other certificate courses).</b>								

### IV SEMESTER

Paper Code	Paper Title Generic core course	Teaching Hours/ week			Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial	Practical				
MBA40117	International Business	1	1	1	Core	40	60	3
<b>ADVANCED SPECIALISATIONS</b>								
<b>(Choose any 6 elective courses out of 5 Specializations having 5 courses each as shown in Table-2)</b>								
MBA402 MKT17 – MBA 406 MKT17	Marketing	6 X 5 = 30 HOURS (18L +6T+6P)			Electives	6 X 40	6 X 60	6 X 4
MBA402 HRMOB17 -MBA406 HRMOB17	HRM & OB							
MBA402 FIN17 - MBA406 FIN17	Finance							
MBA402 OPS17 - MBA406 OPS17	Operations							
MBA402 ENT 17- MBA406 ENT17	Entrepreneurship							
MBA40817	Comprehensive Viva-voce	-	-	-	-	-	100	4
<b>GENERIC ELECTIVE COURSES (Choose any One out of Three courses)</b>								
MBA 40917	Employability Skills Lab	1	1	1	Elective-1	50	-	2
MBA 41017	Selling & Negotiation Skills Lab	1	1	1	Elective-2	50	-	2
MBA 41117	Statistical Software Applications Lab	1	1	1	Elective-3	50	-	2
<b>TOTAL FOR IV SEMESTER</b>		<b>20</b>	<b>8</b>	<b>8</b>	<b>-</b>	<b>280+50</b>	<b>520</b>	<b>33</b>

**TABLE-1: ELECTIVES IN FUNCTIONAL SPECIALIZATIONS IN III SEMESTER**

<b>MARKETING</b>	<ol style="list-style-type: none"><li>1. Consumer Behaviour &amp; Marketing Research (MBA302MKT17)</li><li>2. Product and Brand Management (MBA303MKT17)</li><li>3. E-Marketing (MBA304MKT17)</li><li>4. Services Marketing (MBA305MKT17)</li><li>5. Industrial Marketing (B2B) (MBA306MKT17)</li></ol>
<b>HRM &amp; OB</b>	<ol style="list-style-type: none"><li>1. Human Resource Planning (MBA302 HRMOB17)</li><li>2. Performance &amp; Reward Management (MBA303 HRMOB17)</li><li>3. Training and Development (MBA304 HRMOB17)</li><li>4. Organization Development and Change (MBA305 HRMOB17)</li><li>5. Industrial Relations &amp; Labour Laws (MBA306 HRMOB17)</li></ol>
<b>FINANCE</b>	<ol style="list-style-type: none"><li>1. Financial Institutions &amp; Markets (MBA302 FIN17)</li><li>2. Corporate Finance (MBA303 FIN17)</li><li>3. Security Analysis &amp; Portfolio Management (MBA304 FIN17)</li><li>4. Investment &amp; Commercial Banking (MBA305 FIN17)</li><li>5. Mergers &amp; Acquisitions (MBA306 FIN17)</li></ol>
<b>OPERATIONS</b>	<ol style="list-style-type: none"><li>1. Manufacturing systems in Management (MBA302 OPS17)</li><li>2. Services Operations Management (MBA303 OPS17)</li><li>3. Logistics and Distribution Management (MBA304 OPS17)</li><li>4. Supply Chain Management (MBA305 OPS17)</li><li>5. Operations Research Applications (MBA306 OPS17)</li></ol>
<b>ENTREPRENEURSHIP</b>	<ol style="list-style-type: none"><li>1. Business Opportunities in Emerging Economies (MBA302 ENT17)</li><li>2. Basic Management Aspects of Startups and SMEs (MBA303 ENT17)</li><li>3. Startup &amp; New Venture Management (MBA304 ENT17)</li><li>4. Venture Capital &amp; Private Equity (MBA305 ENT17)</li><li>5. Entrepreneurial Ecosystem in India (MBA306 ENT17)</li></ol>

**TABLE-2: ELECTIVES IN ADVANCED SPECIALIZATIONS IN IV SEMESTER**

<b>MARKETING</b>	<ol style="list-style-type: none"><li>1. Strategic Marketing (MBA 402 MKT17)</li><li>2. Sales &amp; Distribution Management (MBA 403 MKT17)</li><li>3. Retail Management (MBA 404 MKT17)</li><li>4. Rural &amp; Agri Marketing (MBA 405 MKT17)</li><li>5. Advertising management (MBA 406 MKT17)</li></ol>
<b>HRM &amp; OB</b>	<ol style="list-style-type: none"><li>1. Human Resource Development (MBA402 HRMOB17)</li><li>2. Leadership (MBA403HRMOB17)</li><li>3. Strategic HRM (MBA404 HRMOB17)</li><li>4. International HRM (MBA405 HRMOB17)</li><li>5. Stress Management (MBA406 HRMOB17)</li></ol>
<b>FINANCE</b>	<ol style="list-style-type: none"><li>1. Financial Risk Management (MBA402 FIN17)</li><li>2. Commodity Markets &amp; Derivatives (MBA403 FIN17)</li><li>3. International Finance (MBA404 FIN17)</li><li>4. Strategic Investment &amp; Financial Decision Making (MBA405 FIN17)</li><li>5. Strategic Cost Management (MBA406 FIN17)</li></ol>
<b>OPERATIONS</b>	<ol style="list-style-type: none"><li>1. Advance Data Analysis for Management (MBA402 OPS17)</li><li>2. Strategic Sourcing (MBA403 OPS17)</li><li>3. Quality Assurance Management (MBA404 OPS17)</li><li>4. Lean Manufacturing (MBA405 OPS17)</li><li>5. Total Quality Management (MBA406 OPS17)</li></ol>
<b>ENTREPRENEURSHIP</b>	<ol style="list-style-type: none"><li>1. Family Business Management (MBA402 ENT17)</li><li>2. Social Entrepreneurship (MBA403 ENT17)</li><li>3. Corporate Entrepreneurship (MBA404 ENT17)</li><li>4. Entrepreneurial Leadership (MBA405 ENT17)</li><li>5. Global Entrepreneurial Ecosystem (MBA406 ENT17)</li></ol>