

**COURSE STRUCTURE (effective from the Academic Year 2021-22)**  
**MBA I Year I Semester**

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
21BA1T1	Management Thought and Practice	4	-	30	70	100	4
21BA1T2	Managerial Economics	4	-	30	70	100	4
21BA1T3	Accounting for Managers	4	-	30	70	100	4
21BA1T4	Business, Government & Society	4	-	30	70	100	4
21BA1T5	Quantitative Analysis for Business Decision	4	-	30	70	100	4
21BA1T6	Managerial Communication	3	-	30	70	100	3
21BA1T7	Digital Technologies for Management	3	-	30	70	100	3
21BA1L1	IT LAB	-	4	25	50	75	2
TOTAL		26	4	235	540	775	28

**MBA I Year II Semester**

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
21BA2T1	Financial Management	4	-	30	70	100	4
21BA2T2	Human Resource Management	4	-	30	70	100	4
21BA2T3	Marketing Management	4	-	30	70	100	4
21BA2T4	Manufacturing and Services Operations Management	4	-	30	70	100	4
21BA2T5	Business Research Methods	4	-	30	70	100	4
21BA2T6	Organizational Behaviour	4	-	30	70	100	4
21BA2O1 A/B/C	Management of Field Sales Design thinking MOOCs: SWAYAM/NPTEL- : Related to Management Courses other than listed courses in the syllabus	2	-	30	70	100	2
21BA2L1	Statistical Data Analysis using R- Programming Lab	-	4	25	50	75	2
TOTAL		26	4	235	540	775	28

\* - Tutorial / Interactive session / Group Discussions / Presentations etc.

At the end of II semester, every student must undergo Project Internship for six weeks and must submit a report at the end of III semester.

The project work documentation shall be checked with anti-plagiarism software (as prescribed by the university-not exceeding 30% similarity).

### MBA II Year I Semester

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
21BA3T1	Strategic Management	4	-	30	70	100	4
21BA3T2	Entrepreneurship Development and Business Models	4	-	30	70	100	4
21BA3T3M	Elective-I	3	-	30	70	100	3
21BA3T4M	Elective-II	3	-	30	70	100	3
21BA3T5 F/H/S	Elective-III	3	-	30	70	100	3
21BA3T6 F/H/S	Elective-IV	3	-	30	70	100	3
21BA3L1	Professional Skills Development	-	2	50	--	50	1
21BA3PW	Industrial Project based on Summer Internship	-	-	50	100	150	4
TOTAL		20	2	280	520	800	25

### MBA II Year II Semester

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
21BA4T1	Innovation Management	4	-	30	70	100	4
21BA4T2	Business Law	4	-	30	70	100	4
21BA4T3M	Elective-V	3	-	30	70	100	3
21BA4T4M	Elective-VI	3	-	30	70	100	3
21BA4T5 F/H/S	Elective-VII	3	-	30	70	100	3
21BA4T6 F/H/S	Elective-VIII	3	-	30	70	100	3
21BA4L1	Analysis of SME Enterprises and Success stories of emerging leaders	-	2	50	-	50	1
21BA4V1	Comprehensive Viva-voce	-	-		50	50	2
TOTAL		20	2	230	470	700	23

- Comprehensive Viva-Voce is to verify the student knowledge as a whole from which he was studied during the two year course work.

## Dual Electives

Department offers Specialization in three functional areas i.e., Finance, Human Resource Management, Systems in the third and fourth semesters. However, Marketing is Mandatory for all students. The student has to choose two electives in each semester, which should belong to the same specialization area.

### SEMESTER III

<b>Marketing (Elective I)</b>	
21BA3T3MA	Advertising and Brand Management
21BA3T3MB	Rural and Agricultural Marketing
<b>Marketing (Elective II)</b>	
21BA3T4MA	Service Marketing
21BA3T4MB	Consumer Behaviour

<b>Finance (Elective III)</b>	
21BA3T5FA	Security Analysis & Portfolio Management
21BA3T5FB	Corporate Finance
<b>Finance (Elective IV)</b>	
21BA3T6FA	Financial Markets and Services
21BA3T6FB	Banking and Insurance Management

<b>Human Resource Management (Elective III)</b>	
21BA3T5HA	H R Planning
21BA3T5HB	Training and Development
<b>Human Resource Management (Elective IV)</b>	
21BA3T6HA	Performance Management
21BA3T6HB	Leadership Management

<b>Systems (Elective III)</b>	
21BA3T5SA	Database Management Systems
21BA3T5SB	Knowledge Management
<b>Systems (Elective IV)</b>	
21BA3T6SA	E-Business
21BA3T6SB	Cyber Laws and Security

## SEMESTER IV

<b>Marketing (Elective V)</b>	
21BA4T3MA	Global Marketing Management
21BA4T3MB	Sales and Distribution Management
<b>Marketing (Elective VI)</b>	
21BA4T4MA	Supply Chain Management
21BA4T4MB	Retail Management

<b>Finance (Elective VII)</b>	
21BA4T5FA	Global Financial Management
21BA4T5FB	Strategic Financial Management
<b>Finance (Elective VIII)</b>	
21BA4T6FA	Financial Derivatives
21BA4T6FB	Tax Management

<b>Human Resource Management (Elective VII)</b>	
21BA4T5HA	Global HRM
21BA4T5HB	Compensation and Reward Management
<b>Human Resource Management (Elective VIII)</b>	
21BA4T6HA	Management of Industrial Relations
21BA4T6HB	Organizational Development & Change Management

<b>Systems (Elective VII)</b>	
21BA4T5SA	Business Intelligence
21BA4T5SB	Enterprise Resource Planning
<b>Systems (Elective VIII)</b>	
21BA4T6SA	Information Systems Audit and Control
21BA4T6SB	Project Management