

## DEPARTMENT OF BUSINESS ADMINISTRATION

### *COURSE STRUCTURE (effective from the Academic Year 2017-18)*

#### MBA I Year I Semester

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
17BA1T1	Principles of Management	3+2*	-	40	60	100	3
17BA1T2	Managerial Economics	3+2*	-	40	60	100	3
17BA1T3	Accounting for Managers	3+2*	-	40	60	100	3
17BA1T4	Managerial Communication	3+2*	-	40	60	100	3
17BA1T5	Business, Government & Society	3+2*	-	40	60	100	3
17BA1T6	Quantitative Analysis for Business Decision	3+2*	-	40	60	100	3
17BA1T7	Management Information System	3+2*	-	40	60	100	3
17BA1L1	IT LAB	-	4	25	50	75	2
Total		35	4	305	470	775	23

#### MBA I Year II Semester

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
17BA2T1	Financial Management	3+2*	-	40	60	100	3
17BA2T2	Human Resource Management	3+2*	-	40	60	100	3
17BA2T3	Marketing Management	3+2*	-	40	60	100	3
17BA2T4	Production and Operations Management	3+2*	-	40	60	100	3
17BA2T5	Business Research Methods	3+2*	-	40	60	100	3
17BA2T6	Organizational Behaviour	3+2*	-	40	60	100	3
17BA2L1	Data Analysis Lab	-	4	25	50	75	2
17BA2L2	Soft Skills Development	-	2	50	-	50	1
17BA2V1	Subject Viva-voce	-	-	25	50	75	2
Total		30	6	340	460	800	23

\* - 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.

### MBA II Year I Semester

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
17BA3T1	Strategic Management	3+2*	-	40	60	100	3
17BA3T2	Entrepreneurship Development and Business Models	3+2*	-	40	60	100	3
17BA3T3M	Elective-I	3+2*	-	40	60	100	3
17BA3T4M	Elective-II	3+2*	-	40	60	100	3
17BA3T5F/ H/S	Elective-III	3+2*	-	40	60	100	3
17BA3T6 F/H/S	Elective-IV	3+2*	-	40	60	100	3
17BA3L1	Professional Skills Development	-	2	50	--	50	1
Total		30	2	290	360	650	19

### MBA II Year II Semester

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
17BA4T1	Innovation Management	3+2*	-	40	60	100	3
17BA4T2	Business Law	3+2*	-	40	60	100	3
17BA4T3M	Elective-V	3+2*	-	40	60	100	3
17BA4T4M	Elective-VI	3+2*	-	40	60	100	3
17BA4T5 F/H/S	Elective-VII	3+2*	-	40	60	100	3
17BA4T6 F/H/S	Elective-VIII	3+2*	-	40	60	100	3
17BA4L1	Analysis of SME Enterprises and Success stories of emerging leaders	-	2	50	-	50	1
17BA4PW	Major Project & Viva Voce	-	-	50	150	200	6
Total		30	2	340	510	850	25

\*Tutorial

Every student must complete at least one self-study course offered through MOOCs/ NPTEL/ IRDA/ NCFM/ NISM or any other reputed institutions to register for the Project Viva Voce.

#### 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>	
17BA3T3MA	Advertising and Brand Management
17BA3T3MB	Rural and Agricultural Marketing
<b>Marketing (Elective) II</b>	
17BA3T4MA	Service Marketing
17BA3T4MB	Consumer Behaviour

<b>Finance (Elective) III</b>	
17BA3T5FA	Security Analysis & Portfolio Management
17BA3T5FB	Corporate Finance
<b>Finance (Elective) IV</b>	
17BA3T6FA	Financial Markets and Services
17BA3T6FB	Banking and Insurance Management

<b>Human Resource Management (Elective) III</b>	
17BA3T5HA	H R Planning
17BA3T5HB	Training and Development
<b>Human Resource Management (Elective) IV</b>	
17BA3T6HA	Performance Management
17BA3T6HB	Leadership Management

<b>Systems (Elective) III</b>	
17BA3T5SA	Database Management Systems
17BA3T5SB	Knowledge Management
<b>Systems (Elective) IV</b>	
17BA3T6SA	E-Business
17BA3T6SB	Cyber Laws and Security

## SEMESTER IV

<b>Marketing (Elective) V</b>	
17BA4T3MA	Global Marketing Management
17BA4T3MB	Sales and Distribution Management
<b>Marketing (Elective) VI</b>	
17BA4T4MA	Supply Chain Management
17BA4T4MB	Retailing

<b>Finance (Elective) VII</b>	
17BA4T5FA	Global Financial Management
17BA4T5FB	Strategic Financial Management
<b>Finance (Elective) VIII</b>	
17BA4T6FA	Financial Derivatives
17BA4T6FB	Tax Management

<b>Human Resource Management (Elective) VII</b>	
17BA4T5HA	Global HRM
17BA4T5HB	Compensation and Reward Management
<b>Human Resource Management (Elective) VIII</b>	
17BA4T6HA	Management of Industrial Relations
17BA4T6HB	Organizational Development & Change Management

<b>Systems (Elective) VII</b>	
17BA4T5SA	Business Intelligence
17BA4T5SB	Enterprise Resource Planning
<b>Systems (Elective) VIII</b>	
17BA4T6SA	Information Systems Audit and Control
17BA4T6SB	Project Management