

**MBA (Day) Course Structure and Syllabus As Per CBCS Guidelines with Effect
From 2016 Year-I Semester –I**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (CIE+SEE) 100
MB101	Management & Organizational Behaviour	Core	5	5	20+80
MB102	Accounting for Management	Core	5	5	20+80
MB103	Marketing Management	Core	5	5	20+80
MB104	<u>Open Elective-I (Choose One)</u> 1.Business Law &Ethics 2.Fundamentals of Technology Management 3.Managerial Economics	Open Elective - I	4	4	20+80
MB105	<u>Open Elective –II (Choose One)</u> 1. IT Applications for Management 2. Business Communication 3. Customer Relationship Management	Open Elective - II	4	4	20+80
MB106	Computer Practicals	Practical	1	2	25
Total credits at the end of Ist Semester			24	25	525

Year-I Semester –II

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB201	Human Resources Management	Core	5	5	20+80
MB202	Financial Management	Core	5	5	20+80
MB203	Business Research Methods	Core	5	5	20+80
MB204	<u>Open Elective-III (Choose One)</u> 1.Economic Environment and Policy 2.Business Process Re-engineering 3.International Business 4.Financial Markets & Services	Open Elective - III	4	4	20+80
MB205	<u>Open Elective-IV (Choose One)</u> 1. Total Quality Management 2. Strategic Management Accounting 3. Start Up Management 4. Retail Management	Open Elective- IV	4	4	20+80
MB206	Seminar	-----	1	2	Grade
Semester Credits			24	25	500
Total credits at the end of IInd Semester			48	50	1025

- **HPW – Hours Per Week**
- **CIE – Continuous Internal Exam**
- **SEE – Semester End Exam**

**Revised MBA (Day) Course Structure and Syllabus As Per CBCS Guidelines with Effect From 2016
Year-II – Semester-III**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB301	Operations Management	Core	5	5	20+80
MB302	E- Business	Core	5	5	20+80
MB303	Operations Research	Core	5	5	20+80
MB304	<u>Discipline Specific Elective- I</u> 1. Financial Risk Management(Finance) 2.Product & Brand Management (Marketing) 3.Compensation Management (Human Resource) 4.Decision Support Systems (System)	DSE	4	4	20+80
MB305	<u>Discipline Specific Elective – II</u> 1.International Finance(Finance) 2.Promotion & Distribution Management(Marketing) 3.Organization Development (Human Resource) 4. Business Analytics (Systems)	DSE	4	4	20+80
MB306	<u>Interdisciplinary Courses</u> Management Theory and Practice	ID	4	4	20+80
	OR Innovation Management (for all affiliated colleges including constituent colleges in lieu of ID Paper)	Non-ID			
MB307 *	<u>Tutorials</u> Project work Synopses		1	2	25
Total credits at the end of IIIrd Semester			28	29	625

Year-II –Semester IV

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB401	Strategic Management	Core	5	5	20+80
MB402	Business Intelligence	Core	5	5	20+80
MB403	Supply Chain Management	Core	5	5	20+80
MB404	<u>DS Elective- III</u> 1.Investment Management (Finance) 2.Consumer Behaviour (Marketing) 3.Performance Management (Human Resource) 4.Data Base Management Systems (System)	DSE	4	4	20+80
MB405	<u>DS Elective- IV</u> 1.Banking & Insurance (Finance) 2.Services & Global Marketing (Marketing) 3.Talent & Knowledge Mgt (Human Resource) 4.Software Project Management (System)	DSE	4	4	20+80
MB406	Project Work	-----	1	2	Grade *
MB407	Comprehensive Viva - Voce	-----	1	--	Grade *
Semester Credits			25	25	500
Total credits at the end of IVth and final Semester			49 97	50 100	2150

- **ID – INTER DISCIPLINARY** * Evaluation will be done for 100 marks,
- **DSE – Discipline Specific Elective** which will be converted to equivalent grades.

* **Project Work Synopsis:-** Student must present briefly the research methodology of the project topic he intends to submit in IV semester as project report.