

CURRICULUM
Integrated MBA(BBA+MBA) 4 Years
CHOICE BASED CREDIT SYSTEM
STUDENTS LEARNING OUTCOMES

The curriculum and syllabi of Integrated MBA(BBA+MBA) 4 Years program (2018-19) conform to Outcome Based Education(OBE) for a flexible and structured Choice Based Credit System(CBCS). The objective of the Integrated BBA-MBA 4-year Degree programme is to enable students embark on a management career, after completing 10+2 level examination. The programme provides students with a comprehensive understanding of the business management fundamentals and the opportunity to pursue specialization in chosen areas of management. Employers from various fields have been largely opting for MBA graduates with an in-depth knowledge in both the theory and practice of contemporary business administration. Various career opportunities available for an MBA graduate are as follows:

- An MBA degree holder can join a business organization as trainee manager and gradually can reach the position as a senior manager.
- Students with a flair for entrepreneurship can start their own business.
- An MBA graduate can opt for some high profile jobs in various government departments.
- Those who have opted Finance as their MBA specialization can work as cash managers, credit managers, risk and insurance managers, finance managers etc.
- Those who have taken Marketing as their MBA specialization can opt to work as sales manager, marketing manager, regional manager, market research analyst, etc.
- Career opportunities are vast for those who have chosen Information Technology as specialization during the MBA program. An MBA graduate with IT specialization can work as system analyst, technical systems manager, and technical consultant.
- Career opportunities are plenty in the area of human resources management.
- Career opportunities are vast for those who have opted for International Business at export companies, industries, multinational companies, financial organizations.
- Opportunities are abundant for MBA graduates at banking sectors, business consultancies, educational institutions, non- profit organizations and insurance sectors.

In general, ELEVEN STUDENT OUTCOMES (a-k) have been identified and the curriculum and syllabi have been chosen in such a way that each of the modules meets one or more of these outcomes..Student outcomes describe what students are expected to know and be able to do by the time of completion of course. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes.

The Learning outcomes are:

- (a) Ability to apply knowledge of Mathematics, Statistics and Management to develop understanding of Business Administration.
- (b) Ability to understand finance, marketing and human resource and information technology concepts and their applications based on broad education acquired.
- (c) An ability to identify and analyze simple & complex problems related to Business and Management.
- (d) Ability to develop analytical skills to address Business dynamism.
- (e) An Ability to work in a system, component, or process to meet desired needs within realistic constraints such as health & safety, economic, aesthetic, environmental, social, legal, ethical and sustainability.
- (f) Ability to develop operational skills on big data, predictive analytics, business analytics and social media analytics necessary for efficient business administration.
- (g) Ability to understand behavior and impact of various parameters on business operations.
- (h) Ability to work effectively in diverse groups, teams and exhibit leadership qualities.
- (i) An understanding of professional and ethical responsibility.
- (j) To develop an understanding on global environment and its protection.
- (k) Ability to communicate effectively in diverse groups and exhibit leadership skills.

**Integrated MBA(BBA+MBA) 4 Years
PROGRAM STRUCTURE**

Category	Sub-Category	Total Number of Credits (BBA+MBA)	Min Required Credits(BBA+MBA)	Percentage of total credits(BBA+MBA)
General(G)		4	4	2%
MANAGEMENT(M)	Program Core (PC)	139	139	
	Program Elective (PE)	24	20	
	Generic Elective (GE)	8	4	
	Project (PD)	8	8	
	SP	2	2	
	Total	181	173	92%
Professional Enrichment(P)	Ability Enhancement (AE)	8	7	
	Skill Enhancement(SE)	2	2	
	Creativity & Innovation (CI)	1	0	
	Co-Curricular Activity (CA)	1	0	
Total Professional Enrichment		12	9	6%
Overall Total		197	186	100

Note: Students are to earn at least 186 credits out of 197 credits to become eligible for the award of Integrated MBA degree

PROGRAM SCHEME

SEMESTER I								Marks		
Module Code	Category	Sub Category	Course Name	L	T	P	C	Int	Ext	Total
MGMT1101	M	PC	BUSINESS ACCOUNTING	4	0	0	4	30	70	100
MGMT1102	M	PC	BUSINESS ORGANISATION AND SYSTEM	4	0	0	4	30	70	100
MGMT1103	M	PC	BUSINESS ECONOMICS	4	0	0	4	30	70	100
MGMT1104	M	PC	BUSINESS COMMUNICATION SKILLS	3	0	0	3	30	70	100
CSEN0114	M	PC	COMPUTER FUNDAMENTALS	3	0	0	3	30	70	100
CSEN0115	M	PC	COMPUTER FUNDAMENTALS LAB	0	0	2	1	25	25	50
	TOTAL CREDITS			18	0	2	19	175	375	550

L = Lecture
T = Tutorial
P = Practical
C = Credit Point

SEMESTER II								Marks		
Module Code	Category	Sub Category	Course Name	L	T	P	C	Int	Ext	Total
MGMT1107	M	PC	PRINCIPLES OF MANAGEMENT	4	0	0	4	30	70	100
MGMT1108	M	PC	COMPANY ACCOUNTS	4	0	0	4	30	70	100
MATH0121	M	PC	BUSINESS STATISTICS	4	0	0	4	30	70	100
MGMT2110	M	PC	PRODUCTION AND OPERATION MANAGEMENT	4	0	0	4	30	70	100
VALU0115	P	SE	PROFESSIONAL COMMUNICATION -1	2	0	0	2	25	50	75
	M	PE	ELECTIVE-I	4	0	0	4	30	70	100
TOTAL CREDITS				22	0	0	22	175	400	575

L = Lecture
T = Tutorial
P = Practical
C = Credit Point

ELECTIVE - I

MODULE CODE	PROGRAM ELECTIVE I
MGMT 1213	WORKSHOP ON PRESENTATION SKILLS
MGMT1214	VALUE AND ETHICS IN BUSINESS

SEMESTER III							
Module Code	Category	Sub	Course Name	L	T	P	C
MGMT2101	M	PC	BUSINESS LAWS	4	0	0	4
MGMT2102	M	PC	INDIAN BUSINESS ENVIRONMENT	4	0	0	4
MGMT2103	M	PC	MANAGEMENT ACCOUNTING	4	0	0	4
CSEN0316	M	PC	DATA BASE MANAGEMENT SYSTEM	4	0	0	4
MGMT2105	M	PC	BUSINESS ECONOMICS (MACRO)	4	0	0	4
	G		#FOREIGN LANGUAGE PART-I	2	0	0	2
	P	AE	APTITUDE I	2	0	0	2
VALU0118/---/VALU0121/ VALU0122	P	AE	YOGA/MEDITATION/NCC/NSS	0	0	2	1
	M	PE	ELECTIVE-II	4	0	0	4
TOTAL CREDITS				28	0	2	29

L = Lecture

T = Tutorial

P = Practical

C = Credit Point

PROGRAMME ELECTIVE-II	
MGMT2208	RETAIL MANAGEMENT AND RETAIL BANKING
MGMT3220	SERVICE MARKETING

#FOREIGN LANGUAGE One Foreign Language out of the following

#FOREIGN LANGUAGE PART-I	
LANF0101	1. French
LANF0102	2. German
LANF0103	3. Spanish

SEMESTER IV							
Module Code	Category	Sub Category	Course Name	L	T	P	C
MGMT2109	M	PC	BUSINESS RESEARCH METHODS	4	0	0	4
MGMT2111	M	PC	CORPORATE TAX	4	0	0	4
MGMT3114	M	PC	COMPANY LAW	4	0	0	4
MGMT5215	M	PC	E-BUSINESS	3	0	0	3
MGMT5216	M	PC	E-BUSINESS LAB	0	0	2	1
	M	PE	ELECTIVE-III	4	0	0	4
	M	GE	ELECTIVE-1 ^Ψ	4	0	0	4
VALU0132	P	SE	PROFESSIONAL COMMUNICATION-2	0	0	2	1
	G		FOREIGN LANGUAGE PART-II	2	0	0	2
ENGL0009	P	AE	ACADEMIC WRITING	0	0	2	1
MGMT5106	SP		SPECIAL PROBLEM	0	0	2	1
TOTAL CREDIT				25	0	8	29

L = Lecture
T = Tutorial
P = Practical
C = Credit Point

PROGRAMME ELECTIVE-III	
MGMT2208	INDIAN BANKING SYSTEM
MGMT2209	MARKETING OF FINANCIAL PRODUCTS AND SERVICES

GENERIC ELECTIVE -1 Ψ	
SAPM0321	MM
SAPS0322	SD
SAPH0323	HR
SAPH0324	FI

GENERIC ELECTIVE-1

- 1. SAP(MM/SD/HR/FI) course completion certification.**
- 2. One/ Two MOOCS(Massive Open Online Courses) module(s) comprising a total of 4 credits**

Ψ Additional Fee if any, shall be borne by the students.

#FOREIGN LANGUAGE PART-II	
LANF0104	1. French
LANF0105	2. German
LANF0106	3. Spanish

SEMESTER V							
Module Code	Category	Sub Category	Course Name	L	T	P	C
MGMT5103	M	PC	ORGANIZATIONAL BEHAVIOR	4	0	0	4
CSEN0025	E	PC	MANAGEMENT INFORMATION SYSTEM	4	0	0	4
	M	PE	ELECTIVE-IV	4	0	0	4
	M	PE	ELECTIVE-V	4	0	0	4
	M	GE	ELECTIVE-II Φ	4	0	0	4
MGMT3108/EN GL0110	P	CI	CREATIVITY AND INNOVATION/ACADEMIC WRITING	0	0	0	1
CLUB0101	P	CA	CO-CURRICULAR ACTIVITY	0	0	0	1
VALU0136	P	AE	APTITUDE-II	2	0	0	2
TOTAL CREDITS				22	0	0	24

Φ To be chosen from Generic Electives offered by departments other than the parent department

L = Lecture
T = Tutorial
P = Practical
C = Credit Point

PROGRAMME ELECTIVE-IV	
MGMT3209	BANKING AND INSURANCE
MGMT3210	CAPITAL MARKET

PROGRAMME ELECTIVE-V	
MGMT3211	PUBLIC RELATION & CORPORATE IMAGE
MGMT3212	INDIAN ECONOMY

SEMESTER VI							
Module Code	Category	Sub Category	Course Name	L	T	P	C
MGMT5107	M	PC	MARKETING MANAGEMENT	4	0	0	4
MGMT5108	M	PC	HUMAN RESOURCE MANAGEMENT	4	0	0	4
MGMT5109	M	PC	INTERNATIONAL BUSINESS	4	0	0	4
MATH0123	M	PC	MANAGEMENT SCIENCE	4	0	0	4
MGMT5111	M	PC	FINANCIAL MANAGEMENT	4	0	0	4
	M	PE	ELECTIVE-VI	4	0	0	4
	P	AE	ENVIRONMENTAL SCIENCE	2	0	0	2
MGMT5113	SP		SEMINAR	0	0	2	1
TOTAL CREDITS				26	0	2	27

L = Lecture
T = Tutorial
P = Practical
C = Credit Point

PROGRAMME ELECTIVE-VI	
MGMT3218	EVENT MANAGEMENT
MGMT3219	CONSUMER PROTECTION

SEMESTER-VII

MODULE CODE	CATEGORY	SUB CATEGORY	MODULE	L	T	P	C
MGMT6101	M	PC	STRATEGIC MANAGEMENT	4	0	0	4
MGMT6103	M	PD	SUMMER VACATION TRAINING REPORT	0	0	0	4

Discipline Specific Elective Courses (Specialization areas offered under dual specialization Scheme)

Human Resource Management

MGMT6104	M	PC	MANAGEMENT OF TRAINING AND DEVELOPMENT	3	0	0	3
MGMT6105	M	PC	PERFORMANCE AND COMPENSATION MANAGEMENT	3	0	0	3

Finance

MGMT6106	M	PC	SECURITY ANALYSIS AND INVESTMENT MANAGEMENT	3	0	0	3
MGMT6107	M	PC	MANAGEMENT OF FINANCIAL INSTITUTIONS AND SERVICES	3	0	0	3

Marketing

MGMT6108	M	PC	CONSUMER BEHAVIOUR	3	0	0	3
MGMT6109	M	PC	SALES AND DISTRIBUTION MANAGEMENT	3	0	0	3

International Business

MGMT6110	M	PC	INTERNATIONAL MARKETING	3	0	0	3
MGMT6111	M	PC	EXPORT IMPORT PROCEDURES , DOCUMENTATION AND LOGISTICS	3	0	0	3

Information Technology

CSEN0135	M	PC	SYSTEM ANALYSIS AND DESIGN	2	0	0	2
CSEN0136	M	PC	SYSTEM ANALYSIS AND DESIGN LAB	0	0	2	1
CSEN0124	M	PC	DATA BASE MANAGEMENT SYSTEM	2	0	0	2
CSEN0137	M	PC	DATA BASE MANAGEMENT SYSTEM LAB	0	0	2	1
TOTAL CREDITS				16/14	0	0/4	20

L Lecture
T Tutorial
P Practical
C Credit

SEMESTER-VIII

MODULE CODE	Category	Sub Category	Course Name	L	T	P	C
MGMT6112	M	PC	ENTREPRENEURSHIP DEVELOPMENT	4	0	0	4
MGMT6113	M	PD	PROJECT REPORT	0	0	0	4
MGMT6114	M	PC	COMPRENHENSIVE VIVA VOCA	0	0	0	4

Discipline Specific Elective Courses (Specialization areas offered under dual specialization Scheme)

Human Resource Management

MGMT6115	M	PC	STRATEGIC HUMAN RESOURCE MANAGEMENT	3	0	0	3
MGMT6116	M	PC	INDUSTRIAL RELATIONS AND LABOUR LEGISLATION	3	0	0	3

Finance

MGMT6117	M	PC	MANAGEMENT OF FINANCIAL DERIVATIVES	3	0	0	3
MGMT6118	M	PC	PROJECT PLANNING ANALYSIS AND MANAGEMENT	3	0	0	3

Marketing

MGMT6119	M	PC	RETAIL MANAGEMENT	3	0	0	3
MGMT6120	M	PC	ADVERTISING AND BRAND MANAGEMENT	3	0	0	3

International Business

MGMT6121	M	PC	INTERNATIONAL TRADE THEORY AND POLICY FRAMEWORK	3	0	0	3
MGMT6122	M	PC	FOREIGN EXCHANGE MANAGEMENT	3	0	0	3

Information Technology

CSEN0126	M	PC	MULTIMEDIA AND WEB TECHNOLOGIES	2	0	0	2
CSEN0138	M	PC	MULTIMEDIA AND WEB TECHNOLOGIES	0	0	2	1
CSEN0027	M	PC	KNOWLEDGE MANAGEMENT IN IT	3	0	0	3
TOTAL CREDITS				16/15	0	0/4	24

L Lecture

T Tutorial

P Practical

C Credit