CURRICULUM
MASTER OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM

STUDENTS LEARNING OUTCOMES

The curriculum and syllabi of Master of Business Administration (MBA) program (2017-18) conform to Outcome Based Education (OBE) for a flexible and structured Choice Based Credit system (CBCS). 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 graduation. 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.

MASTER OF BUSINESS ADMINISTRATION(MBA)

SUMMARY OF PROGRAM CURRICULUM

Category	Total Number of Credits (MBA)	Percentage of Total Credits
Program Core (PC)	96	81%
Program Elective (PE)	8	7%
Generic Elective (GE)	8	7%
Seminar and Special Problem	2	2%
Project(PD)	4	3%
	118	100%

PROGRAM SCHEME

SEMESTER-I

MODULE CODE	CATEGORY	MODULE	L	T	P	C	INT	EXT	Total
MGMT5101	PC	MANAGEMENT CONCEPTS AND APPLICATIONS	4	0	0	4	30	70	100
MGMT5102	PC	MANAGERIAL ECONOMICS	4	0	0	4	30	70	100
MGMT5103	PC	ORGANIZATIONAL BEHAVIOR	4	0	0	4	30	70	100
MATH0111	PC	STATISTICAL METHODS	4	0	0	4	30	70	100
MGMT5104	PC	ACCOUNTING FOR MANAGEMENT	4	0	0	4	30	70	100
CSEN0118	PC	FUNDAMENTALS OF COMPUTER	3	0	0	3	30	70	100
CSEN0119	PC	FUNDAMENTALS OF COMPUTER LAB	0	0	2	1	25	25	50
MGMT5105	PC	BUSINESS ENVIRONMENT	4	0	0	4	30	70	100
	GE	ELECTIVE –A	4	0	0	4	30	70	100
MGMT5106	SP	SPECIAL PROBLEM	0	0	2	1	25	----	25
TOTAL CREDITS			31	0	4	33	290	585	
								875	875

L Lecture	GENERIC ELECTIVE -A	
PC Program Cor	CSEN0316	DATABASE MANAGEMENT SYSTEM

P Practical

C Credit Points	GENERIC ELECTIVE -A	
	SAPM0321	MM
	SAPS0322	SD
	SAPH0323	HR
	SAPF0324	FI

Additional Fees if any shall be borne by the students

SEMESTER-II

MODULE CODE	SUB CATEGORY	MODULE	L	T	P	C	INT	EXT	Total
MGMT5107	PC	MARKETING MANAGEMENT	4	0	0	4	30	70	100
MGMT5108	PC	HUMAN RESOURCE MANAGEMENT	4	0	0	4	30	70	100
MGMT5109	PC	INTERNATIONAL BUSINESS	4	0	0	4	30	70	100
MATH0123	PC	MANAGEMENT SCIENCE	4	0	0	4	30	70	100
MGMT5110	PC	PRODUCTION AND OPERATIONS MANAGEMENT	4	0	0	4	30	70	100
MGMT5111	PC	FINANCIAL MANAGEMENT	4	0	0	4	30	70	100
MGMT5112	PC	WORKSHOP ON RESEARCH METHODOLOGY	4	0	0	4	30	70	100
	PE	ELECTIVE-I	4	0	0	4	30	70	100
MGMT5113	SP	SEMINAR	0	0	2	1			25
		TOTAL CREDITS	32	0	2	33	240	560	825
								800	825

L Lecture

T Tutorial

P Practical

C Credit Points

PC Program Cor

PE Programme E

PROGRAMME ELECTIVE	
MODULE CODE	PROGRAMME ELECTIVE-1
MGMT5214	BUSINESS COMMUNICATION
MGMT5215	E-BUSINESS

PROGRAM SCHEME

SEMESTER-III

MODULE CODE	SUB CATEGORY	MODULE	L	T	P	C	INT	EXT	Total
MGMT6101	PC	STRATEGIC MANAGEMENT	4	0	0	4	30	70	100
MGMT6102	PC	CORPORATE LEGAL ENVIRONMENT	4	0	0	4	30	70	100
	GE	ELECTIVE-B	4	0	0	4	30	70	100
MGMT6103	PD	SUMMER TRAINING	0	0	0	2	50	50	100

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

		Human Resource Management							
MGMT6104	PC	MANAGEMENT OF TRAINING AND DEVELOPMENT	3	0	0	3	30	70	100
MGMT6105	PC	PERFORMANCE AND COMPENSATION MANAGEMENT	3	0	0	3	30	70	100
		Finance							
MGMT6106	PC	SECURITY ANALYSIS AND INVESTMENT MANAGEMENT	3	0	0	3	30	70	100
MGMT6107	PC	MANAGEMENT OF FINANCIAL INSTITUTIONS AND SERVICES	3	0	0	3	30	70	100
		Marketing							
MGMT6108	PC	CONSUMER BEHAVIOUR	3	0	0	3	30	70	100
MGMT6109	PC	SALES AND DISTRIBUTION MANAGEMENT	3	0	0	3	30	70	100
		International Business							
MGMT6110	PC	INTERNATIONAL MARKETING	3	0	0	3	30	70	100
MGMT6111	PC	EXPORT IMPORT PROCEDURES , DOCUMENTATION AND LOGISTICS	3	0	0	3	30	70	100
		Information Technology							
CSEN0135	PC	SYSTEM ANALYSIS AND DESIGN	2	0	0	2	30	70	100
CSEN0136	PC	SYSTEM ANALYSIS AND DESIGN LAB	0	0	2	1	25	25	50

MODULE CODE	Sub Category	Course Name		T	P	C	INT	EXT	Total
CSEN0124	PC	DATA BASE MANAGEMENT SYSTEM	2	0	0	2	30	70	100
CSEN0137	PC	DATA BASE MANAGEMENT SYSTEM LAB	0	0	2	1	25	25	50
		TOTAL CREDITS	24/22	0	0/4	26	260	540	800

L Lecture

T Tutorial

C Credit

PC Program Core

PE Programme Elective

GENERIC ELECTIVE -B	
CSEN0125	MANAGEMENT INFORMATION

GENERIC ELECTIVE -B
SAPM0321
SAPS0322
SAPH0323
SAPF0324

Additional Fees if any shall be borne by the students

SEMESTER-IV

MODULE CODE	Sub Category	Course Name		T	P	C	INT	EXT	Total
MGMT6112	PC	ENTREPRENEURSHIP DEVELOPMENT	0	0	0	4	30	70	100
	PE	ELECTIVE-II	0	0	0	4	30	70	100
MGMT6113	PD	PROJECT REPORT	0	0	0	2	50	50	100
MGMT6114	PC	COMPRENHENSIVE VIVA VOCA	0	0	0	4	50	50	100

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

Human Resource Management

MODULE CODE	Sub Category	Course Name		T	P	C	INT	EXT	Total
MGMT6115	PC	STRATEGIC HUMAN RESOURCE MANAGEMENT	3	0	0	3	30	70	100
MGMT6116	PC	INDUSTRIAL RELATIONS AND LABOR LEGISLATIONS	3	0	0	3	30	70	100
		Finance							
MGMT6117	PC	MANAGEMENT OF FINANCIAL DERIVATIVES	3	0	0	3	30	70	100
MGMT6118	PC	PROJECT PLANNING AND INFRASTRUCTURE FINANCE	3	0	0	3	30	70	100
		Marketing							

			L	T	P	C			
MGMT6119	PC	RETAIL MANAGEMENT	3	0	0	3	**30**	**70**	**100**
MGMT6120	PC	ADVERTISING AND BRAND MANAGE	3	0	0	3	**30**	**70**	**100**
International Business									
MGMT6121	PC	INTERNATIONAL TRADE THEORY AND POLICY FRAMEWORK	3	0	0	3	**30**	**70**	**100**
MGMT6122	PC	FOREIGN EXCHANGE MANAGEMENT	3	0	0	3	**30**	**70**	**100**
Information Technology									
CSEN0126	PC	MULTIMEDIA AND WEB TECHNOLOGIES	2	0	0	2	**30**	**70**	**100**
CSEN0138	PC	MULTIMEDIA AND WEB TECHNOLOGIES LAB	0	0	2	1	**25**	**25**	**50**
CSEN0127	PC	KNOWLEDGE MANAGEMENT IN IT	3	0	0	3	**30**	**70**	**100**
TOTAL CREDITS			20/18	0	0/4	26	**260**	**540**	**800**

L Lecture

T Tutorial

P Practical

C Credit

PROGRAMME ELECTIVE	
MODULE CODE	**PROGRAMME ELECTIVE-II**
MGMT6223	MANAGERIAL SKILLS DEVELOPMENT
MGMT6224	CORPORATE SOCIAL RESPONSIBILITIES,HUMAN VALUES