

SCHEME OF THE PROGRAMME

I Semester

Code	Title
MBA 101	Management Concepts and Entrepreneurship Development
MBA 102	Business Communication
MBA 103	Accounting for Managers
MBA 104	Quantitative Methods for Managers
MBA 105	Organisational Behaviour
MBA 106	Managerial Economics
MBA 107	Environment Management
MBA 108	Employment and Value Oriented Vantage Learning

II Semester

MBA 201	Business Law
MBA 202	Research Methods for Management
MBA 203	Operations Research
MBA 204	Financial Management
MBA 205	Human Resources Management
MBA 206	Marketing Management
MBA 207	Operations Management
MBA 208	Internship - (Report + Viva-voce) Employment and Value Oriented Vantage Learning Contd...

III Semester

Code	Title
MBA 301	Management Information Systems and Cyber Security
MBA 302	Business Ethics and Corporate Governance
MBA 303	Strategic Management
MBA 304	Elective Course I
MBA 305	Elective Course II
MBA 306	Elective Course III
MBA 307	Elective Course IV
MBA 308	Elective Course V Employment and Value Oriented Vantage Learning Contd...

IV Semester

MBA 401	Elective Course VI
MBA 402	Elective Course VII
MBA 403	Elective Course VIII
MBA 404	Project - (Report + Viva-voce)
MBA 405	Comprehensive Viva-voce

LIST OF ELECTIVES

1.HUMAN RESOURCES MANAGEMENT

III Semester

Code	Title
MBA 3H1	Training and Development
MBA 3H2	Organization Change and Development
MBA 3H3	Team Building
MBA 3H4	Stress Management and Counseling
MBA 3H5	Career Management
MBA 3H6	Participation Management
MBA 3H7	Performance Management

2.MARKETING MANAGEMENT

III Semester

Code	Title
MBA 3M1	Customer Behaviour
MBA 3M2	Integrated Marketing Communications (IMC)
MBA 3M3	Marketing Research
MBA 3M4	Services Marketing
MBA 3M5	Product and Brand Management
MBA 3M6	Rural Marketing
MBA 3M7	Sales and Distribution Management

IV Semester

Code	Title
MBA 4H1	Compensation Management
MBA 4H2	Industrial Relations and Labour Law
MBA 4H3	Global Human Resources Management
MBA 4H4	Strategic Human Resources Management
MBA 4H5	Managing Diversity in Work Place

IV Semester

Code	Title
MBA 4M1	International Marketing
MBA 4M2	Retail Management
MBA 4M3	Strategic Marketing Management
MBA 4M4	Logistics and Supply Chain Management
MBA 4M5	Digital Marketing

3. OPERATIONS MANAGEMENT

III Semester

Code	Title
MBA 3OM1	Supply Chain and Logistics Management
MBA 3OM2	Six Sigma and TQM
MBA 3OM3	Healthcare Management
MBA 3OM4	Service Operations Management
MBA 3OM5	Facilities and Locations Management
MBA 3OM6	Advanced Project Management
MBA 3OM7	Advanced Maintenance Management

4. FINANCIAL MANAGEMENT

III Semester

Code	Title
MBA 3F1	Financial Markets and Services
MBA 3F2	Project Finance
MBA 3F3	Strategic Financial Management
MBA 3F4	International Finance
MBA 3F5	Behavioral Finance
MBA 3F6	Personal Finance
MBA 3F7	Security Analysis and Portfolio Management

IV Semester

Code	Title
MBA 4OM1	Business Process Reengineering
MBA 4OM2	World Class Manufacturing
MBA 4OM3	Technology Management and Excellence
MBA 4OM4	Strategic Operations Management
MBA 4OM5	Innovation Management and New Product Development

IV Semester

Code	Title
MBA 4F1	Corporate Taxation
MBA 4F2	Management Control System
MBA 4F3	Financial Derivatives
MBA 4F4	Risk Management
MBA 4F5	Corporate Restructuring

5.SYSTEMS MANAGEMENT

III Semester

Code	Title
MBA 3S1	Software Analysis and Design
MBA 3S2	Software Engineering
MBA 3S3	Software Project Management
MBA 3S4	Enterprise Resource Planning
MBA 3S5	Simulation for Managers
MBA 3S6	Social Media in Business
MBA 3S7	E – Business

6.MEDIA MANAGEMENT

III Semester

Code	Title
MBA 3MM1	Introduction to Media Industry and Practice
MBA 3MM2	Concepts of Conventional Media
MBA 3MM3	Media and Public Relations
MBA 3MM4	Managing Creativity and Innovations
MBA 3MM5	Event Management in Media Industry
MBA 3MM6	Media Economics
MBA 3MM7	Time and Space Management

IV Semester

Code	Title
MBA 4S1	Artificial Intelligence – Applications in Business
MBA 4S2	Knowledge Management
MBA 4S3	e -CRM
MBA 4S4	E –Governance
MBA 4S5	Business Intelligence and Data Warehousing

IV Semester

Code	Title
MBA 4MM	Concepts of Emerging Media
MBA 4MM	Introduction to Corporate Communication
MBA 4MM	Direct Response and Interactive Media
MBA 4MM	Media Laws
MBA 4MM	Social Media in Business

7.INTERNATIONAL BUSINESS MANAGEMENT

III Semester

Code	Title
MBA 3IB 1	International Finance
MBA 3IB 2	International Marketing
MBA 3IB 3	International Marketing Research
MBA 3IB 4	International Business Economics
MBA 3IB 5	Global Logistics and Supply Chain Management
MBA 3IB 6	World Trade Organisation and Intellectual Property Rights
MBA 3IB 7	Cross Cultural Management

8.LOGISTICS AND SUPPLYCHAIN MANAGEMENT

III Semester

Code	Title
MBA 3LS 1	Supply Chain and Logistics Management
MBA 3LS 2	Facilities and Locations Management
MBA 3LS 3	Supply Chain Risk Modelling and Management
MBA 3LS 4	Reverse Supply Chain Management
MBA 3LS 5	Knowledge Management in Supply Chains
MBA 3LS 6	Global Logistics and Supply Chains
MBA 3LS 7	Internal Logistics and Materials Handling

IV Semester

Code	Title
MBA 4IB 1	Export Import - Documentation and Procedures
MBA 4IB 2	Legal Dimensions of International Business
MBA 4IB 3	Foreign Exchange Management
MBA 4IB 4	Virtual Enterprise Management
MBA 4IB 5	IT in Global Business

IV Semester

Code	Title
MBA 4LS 1	Green Logistics and Supply Chains
MBA 4LS 2	Retail Supply Chain Management
MBA 4LS 3	3PL and 4PL
MBA 4LS 4	Packing and Materials Handling
MBA 4LS 5	Supply Chain Practices

9. TRAVEL AND TOURISM MANAGEMENT

III Semester

Code	Title
MBA 3TT1	Travel and Tour Operations Management
MBA 3TT2	Tourism Products of India
MBA 3TT3	Hospitality Management
MBA 3TT4	Sustainable Tourism
MBA 3TT5	International Tourism and Global Update
MBA 3TT6	Event Management
MBA 3TT7	Tourism Geography

IV Semester

Code	Title
MBA 4TT1	Destination Planning and Marketing
MBA 4TT2	Tourism Policies and Law
MBA 4TT3	Logistics and Supply Chain Management in Tourism
MBA 4TT4	Airport Handling and Cargo Management
MBA 4TT5	Customer Service and Relationship Management

DISTRIBUTION OF MARKS

I Semester

Code	Title	Continous Assessment	End Semester Examination	Total
MBA 101	Management Concepts and Entrepreneurship Development	40	60	100
MBA 102	Business Communication	40	60	100
MBA 103	Accounting for Managers	40	60	100
MBA 104	Quantitative Methods for Managers	40	60	100
MBA 105	Organisational Behaviour	40	60	100
MBA 106	Managerial Economics	40	60	100
MBA 107	Environment Management	40	60	100
MBA 108	Employment and Value Oriented Vantage Learning	20		20
Total		300	420	720

II Semester

MBA 201	Business Law	40	60	100
MBA 202	Research Methods for Management	40	60	100
MBA 203	Operations Research	40	60	100
MBA 204	Financial Management	40	60	100
MBA 205	Human Resources Management	40	60	100
MBA 206	Marketing Management	40	60	100
MBA 207	Operations Management	40	60	100
MBA 208	Internship - (Report + Viva-voce)	40	60	100
	Employment and Value Oriented Vantage Learning Contd...	20		20
Total		340	480	820

III Semester

MBA 301	Management Information Systems and Cyber Security	40	60	100
MBA 302	Business Ethics and Corporate Governance	40	60	100
MBA 303	Strategic Management	40	60	100
MBA 304	Elective Course I	40	60	100
MBA 305	Elective Course II	40	60	100
MBA 306	Elective Course III	40	60	100
MBA 307	Elective Course IV	40	60	100
MBA 308	Elective Course V	40	60	100
	Employment and Value Oriented Vantage Learning Contd...		60	60
	Total	320	540	860

IV Semester

MBA 401	Elective Course VI	40	60	100
MBA 402	Elective Course VII	40	60	100
MBA 403	Elective Course VIII	40	60	100
MBA 404	Project - (Report + Viva-voce)		150	150
MBA 405	Comprehensive Viva-voce		50	50
	Total	120	380	500
	GRAND TOTAL	1080	1820	2900