



## COURSE CONTENT

### Master of Business Administration (MBA)

With effect from: BATCH 2013-15 & BATCH 2014-16

#### Semester I

Course Code	Paper	L	T	P	Total Credits
MBA101	Managerial Economics	3	0	0	3
MBA102	Quantitative Techniques	3	0	0	3
MBA103	Accounts for Managers	3	0	0	3
MBA104	Organizational Behaviour	2	0	1	3
MBA105	Principles and Practices of Management	3	0	0	3
MBA106	Business Communication – I	1	0	1	2
MBA107	IT for Managers	2	0	1	3
	Total Credits	17	0	3	20

#### Semester II:

Course Code	Paper	L	T	P	Total Credits
MBA201	Human Resource Management	3	0	0	3
MBA202	Production and Operations Management	3	0	0	3
MBA203	Marketing Management	3	0	0	3
MBA204	Financial Management	3	0	0	3
MBA205	Operations Research	3	0	0	3
MBA206	Logistics and Supply Chain Management	3	0	0	3
MBA207	Entrepreneurship Development	3	0	0	3
	Total Credits	21	0	0	21

**Semester III:**

Code	Paper	L	T	P	Total Credits
MBA301	Research Methodology and SPSS Lab	2	0	1	3
MBA302	Strategic Management	3	0	0	3
MBA303	Summer Internship Project	0	0	8	8
	Major Specialization I	3	0	0	3
	Major Specialization II	3	0	0	3
	Minor Specialization I	3	0	0	3
	Minor Specialization II	3	0	0	3
	Total Credits	17	0	9	26

**Note:** At the end of the Second semester all the students have to undergo Summer Internship Training for a period of eight weeks.

**Semester IV:**

Course Code	Paper	L	T	P	Total Credits
MBA401	Business Laws	3	0	0	3
MBA402	Corporate Social Responsibility and Ethics	3	0	0	3
MBA403	Research Project	0	0	12	12
	Major Specialization V	3	0	0	3
	Major Specialization VI	3	0	0	3
	Minor Specialization III	3	0	0	3
	Minor Specialization IV	3	0	0	3
	Total Credits	18	0	12	30

**Department Electives:**

Course Code	Department Electives	L	T	P	Total Credits
	<b>Human Resource Management</b>				
MBA304	Human Resource Development	3	0	0	3
MBA305	Industrial Relations and Collective Bargaining	3	0	0	3
MBA306	Labour Legislation	3	0	0	3
MBA307	Managerial Leadership	3	0	0	3
MBA308	Strategic HRM	3	0	0	3
MBA404	Organisational Change and Development	3	0	0	3
MBA405	Performance Management	3	0	0	3
MBA406	Compensation and Reward Management	3	0	0	3

MBA407	HR Audit and HR Information System	3	0	0	3
MBA408	Competency Mapping	3	0	0	3
	<b>Marketing Management</b>				
MBA309	Consumer Behaviour and Marketing Research	3	0	0	3
MBA310	Services Marketing	3	0	0	3
MBA311	Rural and Social Marketing	3	0	0	3
MBA312	Advertisement and Sales Promotion	2	0	0	3
MBA313	Sales and Distribution Management	3	0	0	3
MBA409	Industrial Marketing	3	0	0	3
MBA410	Brand and Product Management	3	0	0	3
MBA411	Retail Marketing	3	0	0	3
MBA413	Customer Relationship Management	3	0	0	3
MBA413	E-Marketing	3	0	0	3
	<b>Financial Management</b>				
MBA314	Security Analysis and Portfolio Management	3	0	0	3
MBA315	Management Control Systems	3	0	0	3
MBA316	Corporate Tax Planning	3	0	0	3
MBA317	Capital Markets	3	0	0	3
MBA318	Financial Engineering	3	0	0	3
MBA414	Mergers, Acquisitions and Corporate Restructuring	3	0	0	3
MBA415	Strategic Financial Management	3	0	0	3
MBA416	Project Appraisal and Management	3	0	0	3
MBA417	Working Capital Management	3	0	0	3
MBA418	Financial Markets and Institutions	3	0	0	3
	<b>International Business</b>				
MBA319	International Business Concepts and Ethics	3	0	0	3
MBA320	International Trade and Law	3	0	0	3
MBA321	International Management	3	0	0	3
MBA323	International Marketing	3	0	0	3
MBA323	International business environment	3	0	0	3
MBA419	International Human Resource Management	3	0	0	3
MBA420	Global Strategic Management	3	0	0	3
MBA421	Export - Import Documentation	3	0	0	3
MBA422	International financial system and market	3	0	0	3
MBA423	Legal dimension of international business	3	0	0	3