



AP GOYAL SHIMLA UNIVERSITY, SHIMLA

MASTER OF BUSINESS ADMINISTRATION (MBA)

Effective Batch 2017-2019

First Semester Examination

Code	Paper	L	T	P	Total Credits
MBA101	Managerial Economics	3	0	0	3
MBA102	Statistics & Quantitative Techniques	3	0	0	3
MBA103	Accounts for Managers	3	0	0	3
MBA104	Organizational Behaviour	2	0	2	3
MBA105	Principles and Practices of Management	3	0	0	3
MBA106	Communication Skills & Personality Development (ELP)	3	0	2	4
MBA107	Basic Computers & IT Skills (CLP)-I	3	0	2	4
	Total Credits				23

Note: At the end of First Semester, students have to undergo internship/ training for minimum 21 days.

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Second Semester Examination

Code	Paper	L	T	P	Total Credits
MBA201	Human Resource Management	3	0	0	3
MBA202	Production and Logistics 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	Computing Skills for Business Operations (CLP) II	3	0	0	3
MBA207	Entrepreneurship Development	3	0	0	3
	Total Credits				21

Note: At the end of Second Semester, students have to undergo practical training for minimum six weeks

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Third Semester Examination

Code	Paper	L	T	P	Total Credits
MBA301	Research Methodology and SPSS Lab	2	0	2	3
MBA302	Strategic Management	3	0	0	3
MBA303	Summer Internship Project	0	0	16	8
	Major Specialization I	3	0	0	3
	Major Specialization II	3	0	0	3
	Major Specialization I	3	0	0	3
	Major Specialization II	3	0	0	3
	Total Credits				26

Note: At the end of Third Semester, students have to undergo internship/ training for minimum 21 days.

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Fourth Semester Examination

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	24	12
	Major Specialization V	3	0	0	3
	Major Specialization VI	3	0	0	3
	Major Specialization III	3	0	0	3
	Major Specialization IV	3	0	0	3
	Total Credits				30

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Department Electives

Code	Department Electives	L	T	P	Total Credits
	Human Resource Management				
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
	Marketing Management				
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
MBA412	Customer Relationship Management	3	0	0	3
MBA413	E-Marketing	3	0	0	3
	Financial Management				
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
	International Business				
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
	Information Technology				
MBA324	E-Business & Digital Marketing	3	0	0	3
MBA325	Network & Information Security Principles	3	0	0	3
MBA326	E-Commerce	3	0	0	3
MBA327	Business Intelligence & Applications	3	0	0	3
MBA328	Management Information Systems	3	0	0	3
MBA424	Database Management Systems	3	0	0	3
MBA425	Software Project Management	3	0	0	3
MBA426	Web Technologies	3	0	0	3
MBA427	ERP-Advanced Business Application Programming	3	0	0	3
MBA428	E-Governance and Framework of ICT	3	0	0	3