



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

FIRST SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/ ETP
MMBA22001	Principles of Management and Behavioral	4	4	0	0	Ty
MMBA22002	Managerial Economics	4	4	0	0	Ty
MMBA22003	Basic Accounting for Managers	4	3	1	0	Ty
MMBA22004	Business Legislations	4	4	0	0	Ty
MMBA22005	Business Statistics for Managers	4	4	0	0	Ty
MMBA22006	E- Commerce	4	4	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/ ETP
MMBA22L01	Computer Application for Business	2	0	0	4	Lb
MMBA22L02	Business Communication	2	0	0	4	Lb
	Sub Total	28				

Credits Sub Total: 28

SECOND SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/ ETP
MMBA22007	Marketing Management	4	4	0	0	Ty
MMBA22008	Human Resource Management	4	4	0	0	Ty
MMBA22009	Research Methodology	4	3	1	0	Ty
MMBA22EXX	*Professional Specialization: I Elective 1**	3	3	0	0	Ty
MMBA22EXX	Elective 2**	3	3	0	0	Ty
MMBA22EXX	Elective 3**	3	3	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/ ETP
MMBA22L03	Tally Lab	2	0	0	4	Lb
MMBA22L04	Business Etiquette	2	0	0	4	Lb
	Sub Total	25				

Credits Sub Total: 25

* Students can opt for single / dual specialization.

**Chosen elective should be from one specialization of management that includes three elective subjects.

SUMMER PROJECT (4 WEEKS)

The Project report along with the company certificate should be submitted within the first week of third semester. The viva-voce exam will be conducted during the third semester examination.



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THIRD SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/
MMBA22010	Strategic Management	4	4	0	0	Ty
MMBA22011	Entrepreneurship Development	4	4	0	0	Ty
MMBA22012	Management Accounting	4	3	1	0	Ty
MMBA22EXX	*Professional Specialization: I					
	Elective 1**	3	3	0	0	Ty
MMBA22EXX	Elective 2**	3	3	0	0	Ty
MMBA22EXX	Elective 3**	3	3	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	T y/ Lb/
MMBA22L05	Spreadsheet for Managers	2	0	0	4	Lb
MMBA22L06	Production and Operations Research Lab	2	1	0	4	Lb
MMBA22SE1	Managerial Skill Development	2	0	0	4	Lb
MMBA22L07	Summer Project – Internship and Viva Voce	6	0	0	6	Lb
	Sub Total	33				

Credits Sub Total: 33

* Students can opt for single / dual specialization.

**Chosen elective should be from one specialization of management that includes three elective subjects.

FOURTH SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	T y/ Lb/
MMBA22013	Digital Marketing	3	3	0	0	Ty
MMBA22014	International Business Management	4	4	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/
MMBA22L08	Contemporary Seminar	3	0	0	3	Lb
MMBA22L09	Field Work and Project Work	6	0	0	6	Lb
	Sub Total	16				

Credits Sub Total: 16

PROJECT (8 WEEKS)

The project dissertation along with the company certificate should be submitted before viva-voce exam.

Credit Summary

Semester: 1 28

Semester: 2 25

Semester: 3 33

Semester: 4 16

jTotal 102



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****LIST OF SPECIALISATION**

SPECIALISATION – 1 – MARKETING							
S.No	Sub. Code	Title of Subject	C	L	T/SLr	P/R	Ty / Lb/ ETP
1	MMBA22E01	Marketing Research and Consumer Behaviour	3	3	0	0	Ty
2	MMBA22E02	Advertising and Sales Promotion	3	3	0	0	Ty
3	MMBA22E03	Brand Management	3	3	0	0	Ty
4	MMBA22E04	Customer Relationship Management	3	3	0	0	Ty
5	MMBA22E05	Services Marketing	3	3	0	0	Ty
6	MMBA22E06	Business to Business Marketing	3	3	0	0	Ty
7	MMBA22E07	International Marketing Management	3	3	0	0	Ty
8	MMBA22E08	Retail Management	3	3	0	0	Ty
7	MMBA22E09	Sales and Distribution Management	3	3	0	0	Ty
8	MMBA22E10	Integrated Marketing Communications	3	3	0	0	Ty
9	MMBA22E11	Rural Marketing	3	3	0	0	Ty

SPECIALISATION – 2 – FINANCE							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	Ty / Lb/ ETP
1	MMBA22E12	Behavioral Finance	3	3	0	0	Ty
2	MMBA22E13	International Financial Management	3	3	0	0	Ty
3	MMBA22E14	Security Analysis and Portfolio Management	3	3	0	0	Ty
4	MMBA22E15	Merchant Banking and Financial Services	3	3	0	0	Ty
5	MMBA22E16	Banking and Insurance Management	3	3	0	0	Ty
6	MMBA22E17	Derivatives Management	3	3	0	0	Ty
7	MMBA22E18	Working Capital Management	3	3	0	0	Ty
8	MMBA22E19	Taxation Management	3	3	0	0	Ty



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SPECIALISATION – 3 – HUMAN RESOURCE MANAGEMENT

S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	Ty / Lb/ ETP
1	MMBA22E20	Talent Management	3	3	0	0	Ty
2	MMBA22E21	Strategic Human Resource Management	3	3	0	0	Ty
3	MMBA22E22	Industrial Relations and Labour Welfare	3	3	0	0	Ty
4	MMBA22E23	Organizational Development	3	3	0	0	Ty
5	MMBA22E24	Training and Development	3	3	0	0	Ty
6	MMBA22E25	Stress Management	3	3	0	0	Ty
7	MMBA22E26	Performance Management	3	3	0	0	Ty
8	MMBA22E27	Corporate Governance	3	3	0	0	Ty

SPECIALIZATION – 4 - INFORMATION SYSTEMS

S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/ R	Ty / Lb/ ETP
1	MMBA22E28	Big Data Technology	3	3	0	0	Ty
2	MMBA22E29	Database Management System	3	3	0	0	Ty
3	MMBA22E30	Decision Support System	3	3	0	0	Ty
4	MMBA22E31	Systems Analysis and Design	3	3	0	0	Ty
5	MMBA22E32	Artificial Intelligence	3	3	0	0	Ty
6	MMBA22E33	Software Quality and Project Management	3	3	0	0	Ty
7	MMBA22E34	Enterprise Resource Planning	3	3	0	0	Ty

SPECIALIZATION – 5 - OPERATIONS MANAGEMENT

S.No	Sub. Code	Title of Subject	C	L	T/ SL	P/ R	Ty / Lb/ ETP
1	MMBA22E35	Advanced Materials Management	3	3	0	0	Ty
2	MMBA22E36	Maintenance Management	3	3	0	0	Ty
3	MMBA22E37	Production Planning and Control	3	3	0	0	Ty
4	MMBA22E38	Purchase and Inventory Management	3	3	0	0	Ty
5	MMBA22E39	Lean and Six Sigma Management	3	3	0	0	Ty
6	MMBA22E40	Total Quality Management	3	3	0	0	Ty



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SPECIALISATION – 6 – HOSPITAL AND HEALTHCARE MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	T/L/ ETP
1	MMBA22E64	Hospital Operations Management	3	3	0	0	Ty
2	MMBA22E65	Hospital Facilities Management	3	3	0	0	Ty
3	MMBA22E66	Patient Care Management	3	3	0	0	Ty
4	MMBA22E67	Healthcare Law and Ethics	3	3	0	0	Ty
5	MMBA22E68	Public Health System and Outreach Programmes	3	3	0	0	Ty
6	MMBA22E69	Risk Management and Health Insurance	3	3	0	0	Ty