

**Programme of study of MBA (Flagship Programme) course - 2022-2023, 2023-2024**

<b>Semester-I</b>											
<b>Paper Code</b>	<b>Subject Code</b>	<b>Name of Subject</b>	<b>Contact Hours Per Week</b>				<b>Examination Scheme Marks</b>				<b>Credit</b>
			<b>T</b>	<b>L</b>	<b>P</b>	<b>Total</b>	<b>Internal</b>	<b>External</b>	<b>Practica</b>	<b>Total</b>	
101	<b>MBAM1101T</b>	<b>Principles of Management</b>	4			4	50	50		100	4
102	<b>MBAM1102T</b>	Accounting for Management	4			4	50	50		100	4
103	<b>MBAM1103T</b>	Business Environment	4			4	50	50		100	4
104	<b>MBAM1104T</b>	Managerial Economics	4			4	50	50		100	4
105	<b>MBAM1105T</b>	Management Science	4			4	50	50		100	4
106	<b>MBAM1106L</b>	Computer Fundamentals (MS Office)		1	2	3		50		50	2
107	<b>MBAM1107L</b>	Workshop on Executive Communication		2		2	50			50	2
108	<b>MBAM1108T</b>	Seminar on Environment & Business		4		4	100			100	4
109	<b>MBAM1109P</b>	Viva Voce						100		100	2
<b>Total</b>			<b>20</b>	<b>7</b>	<b>2</b>	<b>29</b>	<b>400</b>	<b>400</b>		<b>800</b>	<b>30</b>
<b>Semester-II</b>											
<b>Paper Code</b>	<b>Subject Code</b>	<b>Name of Subject</b>	<b>Contact Hours per week</b>				<b>Examination Scheme Marks</b>				<b>Credit</b>
			<b>T</b>	<b>L</b>	<b>P</b>	<b>Total</b>	<b>Internal</b>	<b>External</b>	<b>Practica</b>	<b>Total</b>	
201	<b>MBAM1201T</b>	Management Information Systems & Decision Support Systems	4			4	50	50		100	4
202	<b>MBAM1202T</b>	Business Statistics & Research Methodology	4			4	50	50		100	4
203	<b>MBAM1203T</b>	Financial Management	4			4	50	50		100	4
204	<b>MBAM1204T</b>	Management of Human Resources	4			4	50	50		100	4
205	<b>MBAM1205T</b>	Marketing Management	4			4	50	50		100	4
206	<b>MBAM1206T</b>	Operations Management	4			4	50	50		100	4
207	<b>MBAM1207T</b>	Organizational Behaviour		4		4	100			100	4
208	<b>MBAM1208T</b>	Seminar on International Business Environment & Management	4			4		100		100	4
<b>Total</b>			<b>28</b>	<b>4</b>		<b>32</b>	<b>400</b>	<b>400</b>		<b>800</b>	<b>32</b>

Semester-III											
Paper code	Subject Code	Name of Subject	Contact hours per week				Examination scheme marks				Credit
			T	L	P	Total	Internal	External	Practica	Total	
301	MBAM2301T	Project Management	4			4	50	50		100	4
302	MBAM2302T	Business Analytics	4			4	50	50		100	4
<i>In addition out of the following students would be required to opt (Discipline Centric Elective) for <b>two functional areas</b> equivalent to 400 marks</i>											
Marketing	MBAM2303T	303 Advertising & Sales Management	4			4	50	50		100	4
	MBAM2304T	304 Marketing Research	4			4	50	50		100	4
HRM	MBAM2305T	305 Management of Industrial Relations	4			4	50	50		100	4
	MBAM2306T	306 Human Resources Planning & Development	4			4	50	50		100	4
Finance	MBAM2307T	307 Management of Financial Institutions	4			4	50	50		100	4
	MBAM2308T	308 Financial Services and Markets	4			4	50	50		100	4
OM	MBAM2309T	309 Production Planning & Control	4			4	50	50		100	4
	MBAM2310T	310 Inventory Management	4			4	50	50		100	4
IT	MBAM2311T	311 Database Management	4			4	50	50		100	4
	MBAM2312T	312 Business Applications of Cloud Computing	4			4	50	50		100	4
IB	MBAM2313T	313 Multinational Financial Management	4			4	50	50		100	4
	MBAM2314T	314 International Marketing	4			4	50	50		100	4
Retail	MBAM2315T	315 Management of Retail Organisation	4			4	50	50		100	4
	MBAM2316T	316 Retail Consumer Behaviour	4			4	50	50		100	4
	MBAM2317T	317 Seminar on Summer Training		4		4	100			100	4
	MBAM2318P	318 Viva Voce						100		100	2
	MBAM2319T	319 Major Research Project-I		2		2	50			50	2
		<b>Total</b>	<b>24</b>	<b>6</b>		<b>30</b>				<b>850</b>	<b>32</b>
Semester-IV											
Paper code	Subject Code	Name of Subject	Contact hours per week				Examination scheme marks				Credit
			T	L	P	Total	Internal	External	Practica	Total	
401	MBAM2401T	Strategic Management	4			4	50	50		100	4
402	MBAM2402T	Organisational Development & Change	4			4	50	50		100	4
403	MBAM2403T	Project Report in Major Area of Specialisation (Major Research Project-II)		2					50	50	2
404	MBAM2404T	Seminar on Business Ethics & Values		4		4	100			100	4
405	MBAM2405P	Viva on Project Report						100		100	2

**Out of the following students would be required to opt (Discipline Centric Elective) for three electives of 100 marks each from a particular functional area**

Marketing	MBAM2406T	406	Consumer Behaviour	4		4	50	50		100	4
	MBAM2407T	407	Digital Marketing	4		4	50	50		100	4
	MBAM2408T	408	Marketing of Services	4		4	50	50		100	4
	MBAM2409T	409	Management of Logistics	4		4	50	50		100	4
	MBAM2410T	410	Rural Marketing	4		4	50	50		100	4
IT	MBAM2411T	411	Strategic Information Systems	4		4	50	50		100	4
	MBAM2412T	412	System Analysis & Design	4		4	50	50		100	4
	MBAM2413T	413	Software Engineering	4		4	50	50		100	4
	MBAM2414T	414	Business Process & Re-engineering	4		4	50	50		100	4
	MBAM2415T	415	Enterprise Resource Planning	4		4	50	50		100	4
Finance	MBAM2416T	416	Security Analysis & Portfolio Management	4		4	50	50		100	4
	MBAM2417T	417	Derivatives and Risk Management	4		4	50	50		100	4
	MBAM2418T	418	Management Control Systems	4		4	50	50		100	4
	MBAM2419T	419	Management of Working Capital	4		4	50	50		100	4
	MBAM2420T	420	Corporate Tax Planning	4		4	50	50		100	4
	MBAM2441T	441	International Financial Management	4		4	50	50		100	4
OM	MBAM2421T	421	Purchasing Management	4		4	50	50		100	4
	MBAM2422T	422	Management of Logistics	4		4	50	50		100	4
	MBAM2423T	423	Plant Design & Layout	4		4	50	50		100	4
	MBAM2424T	424	Statistical Quality Control	4		4	50	50		100	4
	MBAM2425T	425	Service Operation Management	4		4	50	50		100	4
HRM	MBAM2426T	426	Compensation Management	4		4	50	50		100	4
	MBAM2427T	427	Labour Laws	4		4	50	50		100	4
	MBAM2428T	428	Industrial Psychology	4		4	50	50		100	4
	MBAM2429T	429	Cross-Cultural & Global Management	4		4	50	50		100	4
	MBAM2430T	430	Management of Training & Development	4		4	50	50		100	4
IB	MBAM2431T	431	Regional Blocks	4		4	50	50		100	4
	MBAM2432T	432	International Economic Organisations	4		4	50	50		100	4
	MBAM2433T	433	Export-Import Procedures, Documentation & Logistics	4		4	50	50		100	4
	MBAM2434T	434	Global Human Resources Management	4		4	50	50		100	4
	MBAM2435T	435	Foreign Language for Business	4		4	50	50		100	4
Retail	MBAM2436T	436	Supply Chain Management	4		4	50	50		100	4
	MBAM2437T	437	Merchandising Planning and Strategies	4		4	50	50		100	4
	MBAM2438T	438	Retail Strategies	4		4	50	50		100	4
	MBAM2439T	439	Store Management	4		4	50	50		100	4
	MBAM2440T	440	Customer Relationship Essentials in Retailing	4		4	50	50		100	4
<b>Total</b>						<b>24</b>				<b>750</b>	<b>30</b>

