

15. Structure of MBA Program under CBC&GS

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
I	Generic Foundation Course	IC 001	Constitution of India	2	30 -02	1.5	10	40	50
		MANB401	Management Practices and Organizational Behavior	4	60 -02	3	20	80	100
		MANB402	Statistical Methods	4	60 -02	3	20	80	100
		MANB403	Managerial Economics	4	60 -02	3	20	80	100
		MANB404	Research Methodology	4	60 -02	3	20	80	100
		MANB405	Accounting for Managers	4	60 -02	3	20	80	100
		MANB406	Environment Management	2	30 -02	1.5	10	40	50
	Skill Based Foundation Course	MANB407	IT for Managers	2	30 -02	1.5	10	40	50
		MANB408	Yoga	2	30 -02	--	50	--	50
		MANB451	Community Service	2	30 -02	--	50	--	50
	Core Course	MANB452	Mini Project	2	30 -02	--	50	--	50
	Total				32	480		280	520

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
II	Generic Foundation Course	MANB409	Optimization Techniques	4	60 -02	3	20	80	100
		MANB410	Human Resource Management	4	60 -02	3	20	80	100
		MANB411	Financial Management	4	60 -02	3	20	80	100
		MANB412	Marketing Management	4	60 -02	3	20	80	100
		MANB413	Production and Operation Management	4	60 -02	3	20	80	100
		MANB414	Business Laws	4	60 -02	3	20	80	100
		MANB415	Indian Ethos & Values	2	30 -02	1.5	10	40	50
		MANB416	International Business Environment	2	30 -02	1.5	10	40	50
	Skill Based Foundation Course	MANB417	Creativity and Innovation	2	30 -02	1.5	10	40	50
	Total				30	450		150	600

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Specialization- Finance/Marketing/Human Resource Mgmt/Production and Operations/IT/Media Mgt/Hosp.Admin.								
	Core Course as per specialization	*Given In following table	Subject I	4	60 -02	3	20	80	100
			Subject II	4	60 -02	3	20	80	100
			Subject III	4	60 -02	3	20	80	100
			Subject IV	4	60 -02	3	20	80	100
			Subject V	4	60 -02	3	20	80	100
			Subject VI	4	60 -02	3	20	80	100
			MANB51	In plant Training Report	4	60	--	--	100
Total			28	420		120	580	700	

*Table showing Electives as per specialization.

Specialization- Finance

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (Finance)	MANB501F	Money & Banking	4	60 -02	3	20	80	100
		MANB502F	Working Capital Management	4	60 -02	3	20	80	100
		MANB503F	Corporate Taxation	4	60 -02	3	20	80	100
		MANB504F	Investment Management	4	60 -02	3	20	80	100
		MANB505F	Financial Decision Analysis	4	60 -02	3	20	80	100
		MANB506F	Financial Services	4	60 -02	3	20	80	100

Specialization- Marketing

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (Marketing)	MANB501M	Consumer Behavior	4	60 -02	3	20	80	100
		MANB502M	Advertising Management	4	60 -02	3	20	80	100
		MANB503M	Retail Management	4	60 -02	3	20	80	100
		MANB504M	Brand Management	4	60 -02	3	20	80	100
		MANB505M	Sales & CRM	4	60 -02	3	20	80	100
		MANB506M	Digital Marketing	4	60 -02	3	20	80	100

Specialization- Human Resource Management

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (HRM)	MANB501H	Law's Governing HR	4	60-02	3	20	80	100
		MANB502H	Human Resource Planning and Development	4	60-02	3	20	80	100
		MANB503H	Training and Development	4	60-02	3	20	80	100
		MANB504H	Performance & Compensation Management	4	60-02	3	20	80	100
		MANB505H	HRD – Strategies and Systems	4	60-02	3	20	80	100
		MANB506H	Cross Culture and Global HRM	4	60-02	3	20	80	100

Specialization- Production & Operations

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (P&O)	MANB501P	Production Planning & Control	4	60-02	3	20	80	100
		MANB502P	Purchasing and Materials Management	4	60-02	3	20	80	100
		MANB503P	Service Operations Management	4	60-02	3	20	80	100
		MANB504P	Applied Operation Research	4	60-02	3	20	80	100
		MANB505P	Logistics Management	4	60-02	3	20	80	100
		MANB506P	World Class Manufacturing	4	60-02	3	20	80	100

Specialization- Information Technology

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (IT)	MANB501I	Strategic Management & IT	4	60-02	3	20	80	100
		MANB502I	System Analysis and Design	4	60-02	3	20	80	100
		MANB503I	Database Management System	4	60-02	3	20	80	100
		MANB504I	Internet Programming for E-Commerce	4	60-02	3	20	80	100
		MANB505I	RDBMS and SQL Concepts	4	60-02	3	20	80	100
		MANB506I	Application Development Using Oracle	4	60-02	3	20	80	100

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
							Specialization- Media Management		
III	Core Course (ME)	MANB501E	Media Management & Media Planning	4	60 -02	3	20	80	100
		MANB502E	Media Law, ethics & Governance	4	60 -02	3	20	80	100
		MANB503E	Media Economics	4	60 -02	3	20	80	100
		MANB504E	Entertainment Marketing	4	60 -02	3	20	80	100
		MANB505E	Social Media	4	60 -02	3	20	80	100
		MANB506E	Public Relations & Corporate Communications	4	60 -02	3	20	80	100

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
							Specialization- Hospital Administration		
III	Core Course (HA)	MANB501A	Management Process In Hospitals	4	60 -02	3	20	80	100
		MANB502A	Financial Management And Accounting	4	60 -02	3	20	80	100
		MANB503A	Human Resource Management In Health Organizations	4	60 -02	3	20	80	100
		MANB504A	Marketing Management In Hospitals	4	60 -02	3	20	80	100
		MANB505A	Operations Management In Hospitals	4	60 -02	3	20	80	100
		MANB506A	Legal Aspects Governing Hospitals	4	60 -02	3	20	80	100

MBA – IV Semester

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
IV	Core Course	MANB507	Business Policies and Strategic Management	4	60 -02	3	20	80	100
		MANB508	DSS and MIS	2	30 -02	1.5	10	40	50
		MANB509	Entrepreneurship Development	4	60 -02	3	20	80	100
		MANB510	Quality Management	4	60 -02	3	20	80	100
		MANB511	Indian Economy	4	60 -02	3	20	80	100
		MANB552	Major Project	8	120	--	--	200	200
		Total				26	390		90

			Course Total	116	1740		640	2260	2900
			Service Course	4	60		20	80	100
			GRAND TOTAL	120	1830		660	2340	3000