

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
	Skill Based Foundation Course	MANB406	Environment Management	2	30-02	1.5	10	40	50
		MANB407	IT for Managers	2	30-02	1.5	10	40	50
		MANB408	Yoga	2	30-02	--	50	--	50
	Core Course	MANB451	Community Service	2	30-02	--	50	--	50
		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	750

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
			MANB551	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)	MAHBS004	Law's Governing HR	4	60-02	3	20	80	100
		MAHBS004	Human Resource Planning and Development	4	60-02	3	20	80	100
		MAHBS004	Training and Development	4	60-02	3	20	80	100
		MAHBS004	Performance & Compensation Management	4	60-02	3	20	80	100
		MAHBS004	HRD - Strategies and Systems	4	60-02	3	20	80	100
		MAHBS004	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)	MAHBS00P	Production Planning & Control	4	60-02	3	20	80	100
		MAHBS00P	Production and Quality Management	4	60-02	3	20	80	100
		MAHBS00P	Service Operations Management	4	60-02	3	20	80	100
		MAHBS00P	Applied Operation Research	4	60-02	3	20	80	100
		MAHBS00P	Logistics Management	4	60-02	3	20	80	100
		MAHBS00P	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)	MAHBS004	Strategic Management & IT	4	60-02	3	20	80	100
		MAHBS004	System Analysis and Design	4	60-02	3	20	80	100
		MAHBS004	Database Management System	4	60-02	3	20	80	100
		MAHBS004	Internet Programming for E-Commerce	4	60-02	3	20	80	100
		MAHBS004	RDBMS and SQL Concepts	4	60-02	3	20	80	100
		MAHBS004	Application Development Using Oracle	4	60-02	3	20	80	100
		MAHBS004	Application Development Using Oracle	4	60-02	3	20	80	100

### Specialization- Media 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 (ME)	MANBS01E	Media Management & Media Planning	4	60 -02	3	20	80	100
		MANBS02E	Media Law, ethics & Governance	4	60 -02	3	20	80	100
		MANBS03E	Media Economics	4	60 -02	3	20	80	100
		MANBS04E	Entertainment Marketing	4	60 -02	3	20	80	100
		MANBS05E	Social Media	4	60 -02	3	20	80	100
		MANBS06E	Public Relations & Corporate Communications	4	60 -02	3	20	80	100

### Specialization- Hospital Administration

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 (HA)	MANBS01A	Management Process In Hospitals	4	60 -02	3	20	80	100
		MANBS02A	Financial Management And Accounting	4	60 -02	3	20	80	100
		MANBS03A	Human Resource Management In Health Organizations	4	60 -02	3	20	80	100
		MANBS04A	Marketing Management In Hospitals	4	60 -02	3	20	80	100
		MANBS05A	Operations Management In Hospitals	4	60 -02	3	20	80	100
		MANBS06A	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	MANBS07	Business Policies and Strategic Management	4	60 -02	3	20	80	100
		MANBS08	DSS and MIS	2	30 -02	1.5	10	40	50
		MANBS09	Entrepreneurship Development	4	60 -02	3	20	80	100
		MANBS10	Quality Management	4	60 -02	3	20	80	100
		MANBS11	Indian Economy	4	60 -02	3	20	80	100
		MANBS12	Major Project	8	120	--	--	200	200
			<b>Total</b>	<b>26</b>	<b>390</b>		<b>90</b>	<b>560</b>	<b>650</b>

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

First Semester

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-401	Management Practices, & Organizational Behavior	4	3	20	80	100	4
MANB-402	Statistical Methods	4	3	20	80	100	4
MANB-403	Managerial Economics	4	3	20	80	100	4
MANB-404	Environment Management	4	3	20	80	100	4
MANB-405	Research Methodology	4	3	20	80	100	4
MANB-406	Accounting for Managers	4	3	20	80	100	4
MANB-407	Managerial Skill Development	4	3	20	80	100	4
MANB-451	Project	4	3	100	-	100	4
<b>Total</b>				240	560	800	32

Second Semester

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				L.A.	Exam		
MANB-408	Corporate Governance & Ethics	4	3	20	80	100	4
MANB-409	Optimization Techniques	4	3	20	80	100	4
MANB-410	Human Potential Management	4	3	20	80	100	4
MANB-411	Financial Management	4	3	20	80	100	4
MANB-412	Marketing Management	4	3	20	80	100	4
MANB-413	Production & Operations Management	4	3	20	80	100	4
MANB-414	Business Legislation	4	3	20	80	100	4
MANB-415	International Business Environment	4	3	20	80	100	4
MANB-452	Project	4	3	100	-	100	4
<b>Total</b>				260	640	900	36

Third Semester Group B - Marketing

Subject Code	Subject Title	No. of Hours/ Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-501	Business Policies and Strategic Analysis	4	3	20	80	100	4
MANB-502	Decision Support System & Management Information System	4	3	20	80	100	4
MANB-521M	Consumer Behaviour	4	3	20	80	100	4
MANB-522M	Advertising Management	4	3	20	80	100	4
MANB-523M	Industrial Marketing	4	3	20	80	100	4
MANB-524M	Brand Mgt.	4	3	20	80	100	4
MANB-525 M	Sales & Distribution Management	4	3	20	80	100	4
MANB-526 M	Marketing of Services	4	3	20	80	100	4
MANB-551	Inplant Training Report	4	3	100	-	100	4
<b>Total</b>				260	640	900	36

Third Semester- Group C - Human Resource Management

Subject Code	Subject Title	No. of Hours/ Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-501	Business Policies and Strategic Analysis	4	3	20	80	100	4
MANB-502	Decision Support System & Management Information System	4	3	20	80	100	4
MANB-521H	Management of Industrial Relations	4	3	20	80	100	4
MANB-522H	Human Resource planning and Development	4	3	20	80	100	4
MANB-523H	Training & Development	4	3	20	80	100	4
MANB-524H	Performance Management Systems	4	3	20	80	100	4
MANB-525 H	HRD -- Strategies & Systems	4	3	20	80	100	4
MANB-526 H	Cross Culture & Global HRM	4	3	20	80	100	4
MANB-551	Inplant Training Report	4	3	100	-	100	4
<b>Total</b>				260	640	900	36

Fourth Semester

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-503	Entrepreneurship & Project Management	4	3	20	80	100	4
MANB-504	Quality Management	4	3	20	80	100	4
MANB-505	Indian Economy	4	3	20	80	100	4
MANB-552	Project Study	4	3	100	-	100	4
<b>Total</b>				160	240	400	16

Note :-

1. Maximum total no. of marks at the end of IV<sup>th</sup> semester --  $800 + 900 + 900 + 400 = 3000$
2. Maximum total no. of credits at the end of IV<sup>th</sup> semester --  $32 + 36 + 36 + 16 = 120$

Third Semester - Group A - Finance

Subject Code	Subject Title	No. of Hours/ Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-501	Business Policies and Strategic Analysis	4	3	20	80	100	4
MANB-502	Decision Support System & Management Information System	4	3	20	80	100	4
MANB-521F	Project Planning, Analysis and Mgt.	4	3	20	80	100	4
MANB-522F	Working Capital Management	4	3	20	80	100	4
MANB-523F	Corporate Taxation	4	3	20	80	100	4
MANB-524F	Investment Management	4	3	20	80	100	4
MANB-525F	Financial Decision Analysis	4	3	20	80	100	4
MANB-526F	Management of Financial Institutions	4	3	20	80	100	4
MANB-551	Inplant Training Report	4	3	100	-	100	4
Total				260	640	900	36