

MBA (Gen)

Objective

- To facilitate creation of Dynamic and Effective Business Professionals, Managers and Entrepreneurs who can transform corporate sector that caters to the needs of the society and contribute towards Nation building.
- To improve Business Decision Making Capabilities of upcoming managers by enhancing their Analytical Skills.

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Mission

- facilitate creation of dynamic and effective Business Professionals, Managers and Entrepreneurs who can transform corporate sector that caters to the needs of the society and contribute towards Nation building.

Program Structure

MBA Sem I

Course Code	Semester – I	Credits	L / W	T or P	UE	CE	Total
101	Management Concepts & Applications	3	2	2	60	40	100
102	Managerial Economics	3	2	2	60	40	100
103	Financial & Management	4	2	2	60	40	100

Accounting							
104	Organizational Behaviour	3	2	2	60	40	100
105	Statistical Techniques	4	2	2	60	40	100
106	Legal Aspects of Business	3	2	2	60	40	100
107	Business Communication	3	2	2	60	40	100
108	Information Technology Skills for Managers	3	2	2	-	100	100
See Groups	Open 1	2	1	2	-	50	50
See Groups	Open 2	2	1	2	-	50	50
Total No. of Credits		30	2	20	0		900

109 Soft Skills (Includes etiquettes, table manners, public speaking & presentation skills etc.)

110 Waste Management

111 Life Management Skills

112 Event Management

113 Social Media Management

114 Current Affairs

115 Data Analysis Using Software Tools (MS Excel/SPSS)

116 Supply Chain Management

MBA (G) SEM II

Course Code	Semester – II	Credits	L/W	T or P	UE	CE	Total
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201	Marketing Management	3	2	2	60	40	100
202	Financial Management	3	2	2	60	40	100
203	Human Resource Management	3	2	2	60	40	100
204	International Business	3	2	2	60	40	100
205	Production & Operations Management	3	2	2	60	40	100
206	Research Methodology	3	2	2	60	40	100
207	Business Environment	3	2	2	60	40	100
208	Business Ethics & Corporate Governance	3	2	2	-	100	100
See Groups	Open 1	2	1	2	-	50	50

See Groups	Open 2	2	1	2	-	50	50
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Total No. of Credits	28	18	20
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209	Soft Skills (that includes Logical reasoning & Aptitude tests, Interview techniques, Group Discussion etc.)
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210	Introduction to Business Analytics
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211	Data Analysis Using Software Tools (MS Excel/SPSS)
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212	E-commerce Applications
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213	Societal Concerns and NGO Operations
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214	Foreign Language
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215	Six Sigma
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216 Enterprise Resource Planning (ERP)

MBA (General) SEM III

Course Code	Semester – III	Credits	L/W	T or P
301	Strategic Management	3	2	2
302	Operations Research	3	2	2
303	*Entrepreneurship Development	3	2	2
See groups	Specialization I - E-(i)	3	3	-
See groups	Specialization I - E-(ii)	3	3	-
See groups	Specialization II - E-(i)	3	3	-
See groups	Specialization II - E-(ii)	3	3	-
304	** Summer Internship	4	-	-

305	Innovation, Technology & Change Management	3	2	2
See Groups	Open Elective1	2	1	2
See Groups	Open Elective 2	2	1	2
See Groups	Open Elective 3	2	1	2
See Groups	Open Elective 4	2	1	2
	Total No. of Credits	36	24	16

Open Courses: Any TWO COURSES from the specialization groups opted by the students.

Open Courses under Marketing Management

Open Courses under IT Management

306 Digital Marketing

322 IT in BFSI Domain

307 Customer Relationship Management

323 Legal Aspects of IT & It Strategies

308 Marketing Research

324 Software Quality Standards & Process Documentation

309 Product & Brand Management

325 Cloud Computing

Open Courses under Financial Management

Open Courses under Production & Operations Management

310 Corporate Taxation

326 Materials Management

311 Capital Market Operations

327 Maintenance Management

312 Financial Risk Management

328 World Class Manufacturing

313 Financial Statement Analysis

329 Business Process Re-engineering

Open Courses under Human Resource Management

Open Courses under Agribusiness Management

314 Industrial Relations

330 Rural Banking

315 QMS & Innovation

331 Agriculture Marketing & Price

Management

Analysis

316 Behavioural Dynamics

332 Commodity Market

317 Personal Relations & Corporate Communication

333 Indian Agriculture & World Trade Organisation

Open Courses under IB Management

318 Global Logistics & Supply Chain Management

319 International Economics

320 Currency, Derivatives & Risk Management

321 Global Strategic Management

MBA (General) SEM IV

Course Code	Semester IV	Credits	L/W	T or P	UE	CE	Total Marks	Examination Pattern
401	Project Management	3	2	2	60	40	100	UE &CE
See groups	Specialization I - E-(iii)	3	3	-	60	40	100	UE &CE
See groups	Specialization I - E-(iv)	3	3	-	60	40	100	UE &CE
See groups	Specialization II - E-(iii)	3	3	-	60	40	100	UE &CE
See groups	Specialization II - E-(iv)	3	3	-	60	40	100	UE &CE
402	Environment & Disaster Management	3	2	2	-	100	100	CE
See Group	Open 1	2	1	2	-	50	50	CE
See Groups	Open 2	2	1	2	-	50	50	CE
See Groups	Open 3	2	1	2	-	50	50	CE

See Groups	Open 4	2	1	2	-	50	50	CE
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Total No. Of Credits	26	20	12	-	-	800
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Open Courses: Any TWO COURSES from the specialization groups opted by the students

Open Courses under Marketing Management

Open Courses under IT Management

403 Strategic Marketing

419 Big Data Analysis

404 Retail Marketing

420 IT Infrastructure Management

405 Marketing of Financial Services

421 Technology Management & IT Services

406 Social Media Marketing

422 Lab on Oracle & Open Source Software

Open Courses under Financial Management

Open Courses under Production & Operations Management

407 Management Control System

423 Negotiation Management

408 Indirect Taxes

424 Service Operations Management

409 Banking Operations

425 Environment , Health & Safety

410 Financial Modelling Using MS Excel

426 Quality Management Standards

Open Courses under Human Resource Management

Open Courses under Agribusiness Management

411 Labour Welfare

427 Microfinance

412 Managerial Competencies & Career Development

428 Rural Entrepreneurship

413 HR Lab

429 Agriculture & Indian Economy

414 HR Analytics

430 Marketing of Agro Products

Open Courses under IB Management

415 Global Business Environment

416 Foreign Exchange Management

417 International Marketing Research

418 Regulatory Aspects of International Business

ELECTVE GROUPS

Elective I: Marketing Management

Sem III

Sem IV

Paper no. Name of the Course

Paper no. Name of the Course

MK01 Consumer Behaviour

MK03 Sales & Distribution Management

MK02 Services Marketing

MK04 Integrated Marketing Communication

Elective II: Financial Management

Sem III**Sem IV**

Paper no.	Name of the Course	Paper no.	Name of the Course
FN01	Investment Analysis & Portfolio Management	FN03	Corporate Finance
FN02	Management of Financial Services	FN04	International Financial Management

Elective III: Human Resource Management

Sem III**Sem IV**

Paper no.	Name of the Course	Paper no.	Name of the Course
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HR01	Training & Development	HR03	Personnel Cost & Compensation Management
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HR02	Labour Laws	HR04	Performance Management System
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Elective IV: International Business Management

Sem III

Sem IV

Paper no.	Name of the Course	Paper no.	Name of the Course
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IB01	International Marketing	IB03	International Finance
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IB02	Export Import Policies, Procedures and Documentation	IB04	Global Business Strategies
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Elective IV: Production & Operations Management

Sem III**Sem IV**

Paper no. Name of the Course

Paper no. Name of the Course

PO01 Quality Management

PO03 Logistics & Supply Chain Management

PO02 Production Planning & Control

PO04 Industrial Management

Elective V: Information Technology Management

Sem III**Sem IV**

Paper no. Name of the Course

Paper no. Name of the Course

IT01 System Analysis & Design

IT03 RDBMS with Oracle

IT02 Information System Security & Audit

IT04 Enterprise Business Applications

Elective VI: Agribusiness Management

Sem III

Sem IV

Paper no. Name of the Course

Paper no. Name of the Course

AB01 Rural Marketing

AB03 Use of Technology in Agribusiness
Management

AB02 Supply Chain Management in Agribusiness

AB04 Cooperatives Management