

MBA Program Structure and Credits			
Year	Particulars	Credits	Total Credits
I	I Semester	24	48
	II Semester	24	
II	III Semester	24	52
	Internship (III Semester)	4	
	IV Semester	18	
	Project Work(IV Semester)	6	
Total		100	100

PROGRAMME OUTCOMES STUDENT WILL BE ABLE CO (POS)

PO1. Acquire Sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/institutions of importance.

PO2. Apply Effective communication skills with a high degree of lateral and critical thinking that enhances learnability, developed for being continuously employable.

PO3. Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness

PO4. Recognise the need for sustained research orientation to comprehend a growingly complex, economic, legal and ethical environment

PO5. Possess self-sustaining entrepreneurship qualities that encourages calculated risk taking.

SCHEME OF TEACHING AND EXAMINATION

I Semester										
Subject Code	Title of the Subject	Course Category	Teaching hours per week			Duration of Exam hours	Marks for		Total Marks	Credits
			Lecture	Practical Component	Total Hours		CIE	SEE		
18MBA11	Management & Organizational Behavior	Core	4	-	4	3	40	60	100	4
18MBA12	Managerial Economics	Core	4	-	4	3	40	60	100	4
18MBA13	Accounting for Managers	Core	4	-	4	3	40	60	100	4
18MBA14	Business Statistics & Analytics	Core	4	-	4	3	40	60	100	4
18MBA15	Marketing Management	Core	4	-	4	3	40	60	100	4
18MBA16	Managerial Communications	Core	4	-	4	3	40	60	100	4
Total			24	-	24	-	240	360	600	24

Note:
1. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Case Centre. The student cannot assume the same cases will be part of the question paper.
2. One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
3. Course instructors are free to set the Course outcome and map with the Programme Outcome, subsequently attainment level may be calculated.

II Semester										
Subject Code	Title of the Subject	Course Category	Teaching hours per week			Duration of Examination Hours	Marks for		Credits	
			Lecture	Practical Component	Total		CIE	SEE		Total Marks
18MBA21	Human Resource Management	Core	4	-	4	3	40	60	100	4
18MBA22	Financial Management	Core	4	-	4	3	40	60	100	4
18MBA23	Research Methodology	Core	4	-	4	3	40	60	100	4
18MBA24	Legal and Business Environment	Core	4	-	4	3	40	60	100	4
18MBA25	Strategic Management	Core	4	-	4	3	40	60	100	4
18MBA26	Entrepreneurship Development	Core	4	-	4	3	40	60	100	4
Total			24	-	24	-	240	360	600	24

Note:

- Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Case Centre. The student cannot assume the same cases will be part of the question paper.
- One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
- Course instructors are free to set the Course outcome and map with the Programme Outcome, subsequently attainment level may be calculated.

III Semester (Core Specialization)											
Marketing	Subject Code		Course Category	Teaching hours per week			Duration of Examination hours	Marks for		Credits	
	Finance	Human Resource		Lecture	Practical Component	Total		CIE	SEE		Total Marks
18MBAMM301 Consumer Behavior	18MBAFM301 Banking and Financial Services	18MBAHR301 Recruitment & Selection	Elective	3	2	5	3	40	60	100	4
18MBAMM302 Retail Management	18MBAFM302 Investment Management	18MBAHR302 HR Analytics	Elective	3	2	5	3	40	60	100	4
18MBAMM303 Services Marketing	18MBAFM303 Direct Taxation	18MBAHR303 Compensation & Reward System	Elective	3	2	5	3	40	60	100	4
18MBAMM304 Marketing Research & Analytics	18MBAFM304 Advanced Financial Management	18MBAHR304 Learning & Development	Elective	3	2	5	3	40	60	100	4
18MBAMM305 Business Marketing	18MBAFM305 Cost Management	18MBAHR305 Industrial Relations & Legislations	Elective	3	2	5	3	40	60	100	4
18MBAMM306 Supply Chain Management	18MBAFM306 Project Appraisal Planning & Control	18MBAHR306 Conflict & Negotiation Management	Elective	3	2	5	3	40	60	100	4
18MBAOS307 Industrial Visit	Organization Study		Core	0	8	8	--	40	60	100	4
Total			Core	18	20	38	--	280	420	700	28

Note:

- 1.Each Course has a theory component of 3hrs (3credits) and a Practical component of 2hrs (1credit). The Time -Table allotment for each course should be (3+2) = 5hours.
- 2.For the practical component, it is mandatory to maintain a practical record.
3. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- 4.Organization Study (Four Weeks) will be carried out by students after second semester during vacation and the report submitted by the students will be assessed internally during the third semester.
- 5.One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
- 6.Course instructors are free to set the Course outcome and map with the Programme Outcome, subsequently attainment level may be calculated.

Rubrics for Organization Study		Marks	Rubrics for Viva voce Examination		Marks
Particulars			Aspects		
CIE	Assessment by the Guide- Interaction with the student	20	Communication skill		5
	Report Evaluation by the Guide	20	Understanding the Industry		5
SEE	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/Institute	60	Understanding the Corporate Functions/Company profile		10
	Total	100	Mckensy's 7S framework and Porter's Five Force Model		10
			SWOT analysis		10
			Financial statement analysis		10
			Learning experience		5
			Overall presentation		5
			Total		60

III Semester (Dual Specialization)

Subject Code		Course Category	Teaching hours per week			Duration of Examinations	Marks for		Total Marks	Credits
			Lecture	Practical Component	Total		CIE	SEE		
Marketing & Finance	Finance & HR	HR & Marketing								
18MBAMM301 Consumer Behavior	18MBAFM301 Banking and Financial Services	18MBAHR301 Recruitment & Selection	3	2	5	3	40	60	100	4
18MBAMM302 Retail Management	18MBAFM302 Investment Management	18MBAHR302 HR Analytics	3	2	5	3	40	60	100	4
18MBAMM303 Services Marketing	18MBAFM303 Direct Taxation	18MBAHR303 Compensation & Reward System	3	2	5	3	40	60	100	4
18MBAFM301 Banking and Financial Services	18MBAHR301 Recruitment & Selection	18MBAMM301 Consumer Behavior	3	2	5	3	40	60	100	4
18MBAFM302 Investment Management	18MBAHR302 HR Analytics	18MBAMM302 Retail Management	3	2	5	3	40	60	100	4
18MBAFM303 Direct Taxation	18MBAHR303 Compensation & Reward System	18MBAMM303 Services Marketing	3	2	5	3	40	60	100	4
18MBAOS307 Industrial Visit	Organization study		--	8	8	--	40	60	100	4
			--	--	--	--	--	--	--	--
			Total	18	20	38	280	420	700	28

IV Semester (Core Specialization)

Subject Code		Course Category	Teaching hours per week			Duration of Examination hours	Marks for		Credits	
Marketing	Finance		Human Resource	Lecture	Practical Component		Total	CIE		SEE
18MBAMM401 Sales Management	18MBAFM401 Mergers, Acquisitions & Corporate Restructuring	18MBAHR401 Public Relations	Elective	3	--	3	40	60	100	3
18MBAMM402 Integrated Marketing Communication	18MBAFM402 Risk Management and Insurance	18MBAHR402 Organizational Leadership	Elective	3	--	3	40	60	100	3
18MBAMM403 Digital and Social Media Marketing	18MBAFM403 Indirect Taxation	18MBAHR403 International Human Resource Management	Elective	3	--	3	40	60	100	3
18MBAMM404 Strategic Brand Management	18MBAFM404 International Financial Management	18MBAHR404 Organization Change and Development	Elective	3	--	3	40	60	100	3
18MBAMM405 Rural Marketing	18MBAFM405 Financial Derivatives	18MBAHR405 Strategic Talent Management	Elective	3	--	3	40	60	100	3
18MBAMM406 International Marketing Management	18MBAFM406 Corporate Valuation	18MBAHR406 Personal Growth & Interpersonal Effectiveness	Elective	3	--	3	40	60	100	3
18MBA PR407 Project Work			Core	0	12	12	40	60	100	6
Industrial Visit			Core	--	--	--	--	--	--	--
Total				18	12	30	280	420	700	24

Note:

1. Course instructors are free to set the Course outcome and map with the Programme Outcome, subsequently attainment level may be calculated.

2. Project work(Six Weeks) will be carried out after third semester and shall be evaluated during fourth semester.

IV Semester (Dual Specialization)

Subject Code		Course Category	Teaching hours per week			Duration of Examination hours	Marks for		Credits	
Marketing & Finance	Finance & HR		HR & Marketing	Lecture	Practical Component		Total	CIE		SEE
18MBAMM401 Sales Management	18MBAFM401 Mergers, Acquisitions & Corporate Restructuring	18MBAHR401 Public Relations	Elective	3	--	3	40	60	100	3
18MBAMM402 Integrated Marketing Communication	18MBAFM402 Risk Management and Insurance	18MBAHR402 Organizational Leadership	Elective	3	--	3	40	60	100	3
18MBAMM403 Digital and Social Media Marketing	18MBAFM403 Indirect Taxation	18MBAHR403 International Human Resource Management	Elective	3	--	3	40	60	100	3
18MBAFM401 Mergers, Acquisitions & Corporate Restructuring	18MBAHR401 Public Relations	18MBAMM401 Sales Management	Elective	3	--	3	40	60	100	3
18MBAFM402 Risk Management and Insurance	18MBAHR402 Organizational Leadership	18MBAMM402 Integrated Marketing Communication	Elective	3	--	3	40	60	100	3
18MBAFM403 Indirect Taxation	18MBAHR403 International Human Resource Management	18MBAHR403 Digital and Social Media Marketing	Elective	3	--	3	40	60	100	3
18MBA PR407 Project Work			Core	--	12	12	40	60	100	6
Industrial Visit			Core	--	--	--	--	--	--	--
Total				18	12	30	280	420	700	24

Note:

1. Course instructors are free to set the Course outcome and map with the Programme Outcome, subsequently attainment level may be calculated.

2. Project work(Six Weeks) will be carried out after third semester and shall be evaluated during fourth semester.