

MBA Syllabus 2009-10
SCHOOL OF COMMERCE & MANAGEMENT SCIENCES
 Name of the Class: **M.B.A. (First Year) (Semester I and II)**
M.B.A. Semester I (New)

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per courses | Internal | University | Total Marks |
|----------------|-----------|--|--------------------------|----------------------------|------------|------------|-------------|
| 101 | I | Principles & Practices of Management | 04 | 04 | 50 | 50 | 100 |
| 102 | II | Accounting for Managers | 04 | 04 | 50 | 50 | 100 |
| 103 | III | Managerial Economics | 04 | 04 | 50 | 50 | 100 |
| 104 | IV | Legal aspects of Business | 04 | 04 | 50 | 50 | 100 |
| 105 | V | Quantitative Techniques & Business Mathematics | 04 | 04 | 50 | 50 | 100 |
| 106 | VI | Organisational Behaviour | 04 | 04 | 50 | 50 | 100 |
| 107 | VII | Computer Applications in Management | 04 + 04 (Lab) | 04 | 50 | 50 | 100 |
| 108 | VIII | Seminar on Contemporary Management Issues | 04 | 02 | 50 | -- | 50 |
| Total : | | | 36 | 30 | 400 | 350 | 750 |

M.B.A. Semester II (New)

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per courses | Internal | University | Total Marks |
|--------------|-----------|---|--------------------------|----------------------------|------------|------------|-------------|
| 201 | VIII | Marketing Management | 04 | 04 | 50 | 50 | 100 |
| 202 | IX | Financial Management | 04 | 04 | 50 | 50 | 100 |
| 203 | X | Production & Operations Management | 04 | 04 | 50 | 50 | 100 |
| 204 | XI | Human Resource Management | 04 | 04 | 50 | 50 | 100 |
| 205 | XII | Research Methodology, & Statistics for Management | 04 | 04 | 50 | 50 | 100 |
| 206 | XIII | Environment for Business & Environmental Management | 04 | 04 | 50 | 50 | 100 |
| 207 (A) | XIV (A) | Management of Creativity and Innovations OR | 04 | 04 | 50 | 50 | 100 |
| 207 (B) | XIV (B) | Business Process Reengineering and Quality Management | 04 | 04 | 50 | 50 | 100 |
| 208 | XV | E-Business | 04+04 (Lab) | 04 | 50 | 50 | 100 |
| 209 | XVI | Comprehensive Viva | -- | 02 | | 50 | 50 |
| Total | | | 40 | 38 | 400 | 450 | 850 |

| Class | No. of periods per week | Total credit in the semester | Additional Credit | Total credit |
|--------------------|-------------------------|------------------------------|-------------------|--------------|
| M.B.A. Semester I | 36 | 30 | -- | 30 |
| M.B.A. Semester II | 40 | 34 | 04 | 38 |
| Total | 76 | 64 | 04 | 68 |

Name of the Class: **M.B.A. (Second Year) (Semester III and IV)**

MBA III Semester (New) Compulsory subjects

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per courses | Internal | University | Total Marks |
|------------|-----------|--|--------------------------|----------------------------|----------|------------|-------------|
| 301 | XVII | Business Policy & Strategic Management | 04 | 04 | 50 | 50 | 100 |
| 302 | XVIII | Business Entrepreneurship & Project Management | 04 | 04 | 50 | 50 | 100 |
| 303 | XIX | Managerial Communication | 04 | 04 | 50 | 50 | 100 |
| 304 | XX | International Business Management | 04 | 04 | 50 | 50 | 100 |

FUNCTIONAL ELECTIVES I (Marketing) Group A

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per courses | Internal | University | Total Marks |
|------------|-----------|---|--------------------------|----------------------------|----------|------------|-------------|
| 305-A | XXI- A | I. Consumer Behaviour & Marketing Research | 04 | 04 | 50 | 50 | 100 |
| 306-A | XXII A | II. Advertising, Sales Promotion, Sales & Distribution Management | 04 | 04 | 50 | 50 | 100 |
| 307-A | XXIII A | III. Rural & Industrial Marketing | 04 | 04 | 50 | 50 | 100 |
| 308-A | XXIV A | IV Retail Management | 04 | 04 | 50 | 50 | 100 |

FUNCTIONAL ELECTIVES II (Finance) Group B

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per courses | Internal | University | Total Marks |
|------------|-----------|---|--------------------------|----------------------------|----------|------------|-------------|
| 305-B | XXI B | I Security Analysis & Portfolio Management. | 04 | 04 | 50 | 50 | 100 |
| 306-B | XXII B | II Management of Financial Services | 04 | 04 | 50 | 50 | 100 |
| 307-B | XXIII B | III Strategic Financial Management. | 04 | 04 | 50 | 50 | 100 |
| 308-B | XXIV B | IV Financial Derivatives | 04 | 04 | 50 | 50 | 100 |

FUNCTIONAL ELECTIVES III (HRM) Group C

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per courses | Internal | University | Total Marks |
|------------|-----------|--|--------------------------|----------------------------|----------|------------|-------------|
| 305-C | XXI C | I Human Resource Planning | 04 | 04 | 50 | 50 | 100 |
| 306-C | XXII C | II Human Resource Training & Development | 04 | 04 | 50 | 50 | 100 |
| 307-C | XXIII C | III Management of Industrial relations & Employment Laws | 04 | 04 | 50 | 50 | 100 |
| 308-C | XXIV C | IV Leadership Skills & Change Management | 04 | 04 | 50 | 50 | 100 |

FUNCTIONAL ELECTIVES IV (Information Systems) Group D

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per | Internal | University | Total Marks |
|------------|-----------|----------------------------|--------------------------|--------------------|----------|------------|-------------|
|------------|-----------|----------------------------|--------------------------|--------------------|----------|------------|-------------|

| | | | | courses | | | |
|----------------|---------|---------------------------------------|---------------|----------------|------------|------------|------------|
| 305-D | XXI D | I Structured System Analysis & Design | 3+1(L)=0 4 | 04 | 50 | 50 | 100 |
| 306-D | XXII D | II Software Engineering & Management | 3+1(L)=0 4 | 04 | 50 | 50 | 100 |
| 307-D | XXIII D | III Database Management Systems | 3+1(L)=0 4 | 04 | 50 | 50 | 100 |
| 308-D | XXIV D | IV Management Support Systems | 3+1(L)=0 4 | 04 | 50 | 50 | 100 |
| Total : | | | 80 | 32 | 400 | 400 | 800 |

M.B.A. Semester IV (New)

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per courses | Internal | University | Total Marks |
|-------------------|------------------|--|---------------------------------|-----------------------------------|-----------------|-------------------|--------------------|
| 401 | XXV | Operations Research | 04 | 04 | 50 | 50 | 100 |
| 402 | XXVI | Corporate Governance, Business Ethics & Ethos. | 04 | 04 | 50 | 50 | 100 |
| 403 | XXVII | Management Information Systems | 04+04 (Lab) | 04 | 50 | 50 | 100 |
| 404(A) | XXVIII (A) | Logistics & Supply chain management | 04 | 04 | 50 | 50 | 100 |
| 404(B) | XXVIII (B) | Disaster Management OR | 04 | 04 | 50 | 50 | 100 |
| 404(C) | XXVIII (C) | Management of Small Enterprises | 04 | 04 | 50 | 50 | 100 |

FUNCTIONAL ELECTIVES – I (A Marketing Management)

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per courses | Internal | University | Total Marks |
|-------------------|------------------|---------------------------------------|---------------------------------|-----------------------------------|-----------------|-------------------|--------------------|
| 405 A | XXIX A | Product & Brand Management | 04 | 04 | 50 | 50 | 100 |
| 406 A | XXX A | Services & Relationship Marketing | 04 | 04 | 50 | 50 | 100 |
| 407 A | XXXI A | Global Marketing | 04 | 04 | 50 | 50 | 100 |
| 408 A | XXXII A | Project Report and Viva Voce | 04 | 04 | 50 | 50 | 100 |

FUNCTIONAL ELECTIVES – II (B Financial Management)

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per courses | Internal | University | Total Marks |
|-------------------|------------------|------------------------------------|---------------------------------|-----------------------------------|-----------------|-------------------|--------------------|
| 405 B | XXIX B | Banking Services Operation | 04 | 04 | 50 | 50 | 100 |
| 406 B | XXX B | Business Taxation | 04 | 04 | 50 | 50 | 100 |
| 407 B | XXXI B | International Financial Management | 04 | 04 | 50 | 50 | 100 |
| 408 B | XXXII B | Project Report and Viva Voce | 04 | 04 | 50 | 50 | 100 |

FUNCTIONAL ELECTIVES – III (Human Resource Management)

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per courses | Internal | University | Total Marks |
|-------------------|------------------|--|---------------------------------|-----------------------------------|-----------------|-------------------|--------------------|
| 405-C | XXIX C | Performance Management & Retention Strategies. | 04 | 04 | 50 | 50 | 100 |
| 406-C | XXX C | Strategic Human Resource Management | 04 | 04 | 50 | 50 | 100 |

| | | | | | | | |
|--------------|---------|---|----|----|----|----|-----|
| 407-C | XXXI C | International Human Resource Management | 04 | 04 | 50 | 50 | 100 |
| 408-C | XXXII C | Project Report and Viva Voce | 04 | 04 | 50 | 50 | 100 |
| Total | | | | | | | |

FUNCTIONAL ELECTIVES – IV (Information Systems) Group D)

| Course No. | Paper No. | Subject/Title of the Paper | No. of lectures per week | No. of Credits per courses | Internal | University | Total Marks |
|--------------|-----------|--|--------------------------|----------------------------|------------|------------|-------------|
| 405 D | XXIX D | Strategic Management of Information Technology | 3+1(L)=04 | 04 | 50 | 50 | 100 |
| 406 D | XXX D | Emerging Trends in Information Technology | 3+1(L)=04 | 04 | 50 | 50 | 100 |
| 407 D | XXXI D | Information Systems Audit & Control | 3+1(L)=04 | 04 | 50 | 50 | 100 |
| 408 D | XXXII D | Project Report and Viva Voce | 04 | 04 | 50 | 50 | 100 |
| Total | | | 88 | 32 | 400 | 400 | 800 |

| Class | No. of periods per week | Total credit in the semester | Additional Credit | Total Credit |
|---------------------|-------------------------|------------------------------|-------------------|--------------|
| M.B.A. III Semester | 80 | 32 | -- | 32 |
| M.B.A. IV Semester | 88 | 32 | 08 | 40 |
| Total | 112 | 64 | 08 | 72 |

M.B.A. Mark Distribution

| Semester | Internal | University Exam | Total |
|------------|----------|-----------------|-------|
| MBA I Sem | 400 | 350 | 750 |
| MBA II Sem | 400 | 450 | 850 |
| MBA IIISem | 400 | 400 | 800 |
| MBA IV Sem | 400 | 400 | 800 |
| Total | 1600 | 1600 | 3200 |