

**2014 SCHEME**

**SCHEME OF TEACHING AND EXAMINATION  
MASTER OF BUSINESS ADMINISTRATION**

**I SEMESTER**

Subject Code	Title of the Subject	Teaching hours / week			Duration of Exam Hours	Marks for		Total Marks	Credits
		Lecture	Practical / Field Work/ Assignment	Total		IA	Exam		
14MBA 11	Management & Organisational Behaviour	4	1	5	3	50	100	150	4
14MBA 12	Economics for Managers	4	1	5	3	50	100	150	4
14MBA 13	Accounting for Managers	4	1	5	3	50	100	150	4
14MBA 14	Business Analytics	4	1	5	3	50	100	150	4
14MBA 15	Marketing Management	4	1	5	3	50	100	150	4
14MBA 16	Managerial Communication	4	1	5	3	50	100	150	4
	<b>Total</b>	<b>24</b>	<b>6</b>	<b>30</b>		<b>300</b>	<b>600</b>	<b>900</b>	<b>24</b>

### II SEMESTER

Subject Code	Title of the Subject	Teaching hours / week			Duration of Exam Hours	Marks for		Total Marks	Credits
		Lecture	Practical / Field Work / Assignment	Total		IA	Exam		
14MBA 21	Human Resource Management	4	1	5	3	50	100	150	4
14MBA 22	Financial Management	4	1	5	3	50	100	150	4
14MBA 23	Research Methods	4	1	5	3	50	100	150	4
14MBA 24	Business, Government and Society	4	1	5	3	50	100	150	4
14MBA 25	Strategic Management	4	1	5	3	50	100	150	4
14MBA 26	Entrepreneurial Development	4	1	5	3	50	100	150	4
	<b>Total</b>	<b>24</b>	<b>6</b>	<b>30</b>		<b>300</b>	<b>600</b>	<b>900</b>	<b>24</b>

### III SEMESTER

Subject Code	Title of the Subject	Teaching hours / week			Duration of Exam Hours	Marks for		Total Marks	Credits
		Lecture	Practical / Field Work / Assignment	Total		IA	Exam		
	ELECTIVE 1	4	1	5	3	50	100	150	4
	ELECTIVE 2	4	1	5	3	50	100	150	4
	ELECTIVE 3	4	1	5	3	50	100	150	4
	ELECTIVE 4	4	1	5	3	50	100	150	4
	ELECTIVE 5	4	1	5	3	50	100	150	4
	ELECTIVE 6	4	1	5	3	50	100	150	4
	Total	24	6	30		300	600	900	24

Marketing Specialisation		Financial Specialisation		Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
14MBAMM301	Consumer Behavior	14MBAFM301	Principles & Practices of Banking	14MBAHR301	Industrial Relations & Legislations
14MBAMM302	Retail Management	14MBAFM302	Financial Services	14MBAHR302	Recruitment & Selection
14MBAMM303	Services Marketing	14MBAFM303	Investment Management	14MBAHR303	Compensation & Benefits
14MBAMM304	Marketing Research	14MBAFM304	Advanced Financial Management	14MBAHR304	Learning & Development
14MBAMM305	Business Marketing	14MBAFM305	Cost Management	14MBAHR305	Knowledge Management
14MBAMM306	Supply Chain Management	14MBAFM306	Strategic Credit Management	14MBAHR306	Negotiation & Conflict Management

**DUAL Specialization:**

Marketing & Finance Specialisation		Marketing & Human Resources Specialisation		Finance & Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
14MBAMM301	Consumer Behavior	14MBAMM301	Consumer Behavior	14MBAFM301	Principles & Practices of Banking
14MBAMM302	Retail Management	14MBAMM302	Retail Management	14MBAFM302	Financial Services
14MBAMM303	Services Marketing	14MBAMM303	Services Marketing	14MBAFM303	Investment Management
14MBAFM301	Principles & Practices of Banking	14MBAHR301	Industrial Relations & Legislations	14MBAHR301	Industrial Relations & Legislations
14MBAFM302	Financial Services	14MBAHR302	Recruitment & Selection	14MBAHR302	Recruitment & Selection
14MBAFM303	Investment Management	14MBAHR303	Compensation & Benefits	14MBAHR303	Compensation & Benefits

**IV SEMESTER**

Subject Code	Title of the Subject	Teaching hours / week			Duration of Exam Hours	Marks for		Total Marks	Credits
		Lecture	Practical / Field Work / Assignment	Total		IA	Exam		
	ELECTIVE 7	4	1	5	3	50	100	150	4
	ELECTIVE 8	4	1	5	3	50	100	150	4
	ELECTIVE 9	4	1	5	3	50	100	150	4
	ELECTIVE 10	4	1	5	3	50	100	150	4
	ELECTIVE 11	4	1	5	3	50	100	150	4
	ELECTIVE 12	4	1	5	3	50	100	150	4
14MBA47	Summer Project	-	-	-	-	50	100	150	4
	Total	24	6	30	18	300	600	900	28

Marketing Specialisation		Financial Specialisation		Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
14MBAMM407	Sales Management	14MBAFM407	Business Valuation Analysis	14MBAHR407	Public relations
14MBAMM408	Integrated Marketing Communication	14MBAFM408	Risk Management and Insurance	14MBAHR408	Workplace Ethics
14MBAMM409	E-Marketing	14MBAFM409	Tax Management	14MBAHR409	International Human Resource Management
14MBAMM410	Strategic Brand Management	14MBAFM410	International Financial Management	14MBAHR410	Organisation Change and Development
14MBAMM411	Rural Marketing	14MBAFM411	Financial Derivatives	14MBAHR411	Strategic Talent Management
14MBAMM412	International Marketing Management	14MBAFM412	Strategic Financial Management	14MBAHR412	Personal Growth & Interpersonal Effectiveness

**DUAL Specialisation:**

<b>Marketing &amp; Finance Specialisation</b>		<b>Marketing &amp; Human Resources Specialisation</b>		<b>Finance &amp; Human Resource Specialisation</b>	
<b>Subject Code</b>	<b>Title of the Subject</b>	<b>Subject Code</b>	<b>Title of the Subject</b>	<b>Subject Code</b>	<b>Title of the Subject</b>
14MBAMM407	Sales Management	14MBAMM407	Sales Management	14MBAFM407	Business Valuation Analysis
14MBAMM408	Integrated Marketing Communication	14MBAMM408	Integrated Marketing Communication	14MBAFM408	Risk Management and Insurance
14MBAMM409	E-Marketing	14MBAMM409	E-Marketing	14MBAFM409	Tax Management
14MBAFM407	Business Valuation Analysis	14MBAHR407	Public relations	14MBAHR407	Public relations
14MBAFM408	Risk Management and Insurance	14MBAHR408	Workplace Ethics	14MBAHR408	Workplace Ethics
14MBAFM409	Tax Management	14MBAHR409	International Human Resource Management	14MBAHR409	International Human Resource Management

