



M.B.A.

(Two Year Full Time Degree Program)

Program Structure & Syllabus

School of Business

Shri Mata Vaishno Devi University, Katra

(Latest 2020 after updating Course Codes)



ABBREVIATIONS / CODES / NOMENCLATURE	
Course Code Convention	
SCT-LSAY	Course Code for various Courses / Subjects
Example	
BUL-6045	SC: School Code
BUE-7046	T: Course Type Code (Lecture / Elective / Training / Dissertation etc.)
BUT-7011	L: Course Level (6 for First year, 7 for Second year) of MBA
BUD-7011	SA: Study Area / Sub Area (1: General Management, 2: HR, 3: Marketing, 4: Finance, 5: Supply Chain Management, 6: Management Economics, 7: Business Analytics, 9: Quantitative Methods)
BUP-6011	Y: Course Number
BU	School Code (SoB)
L	Lecture
E	Elective
D	Dissertation
T	Training
P	Practical
NC	Non-Credit
Teaching Scheme Convention	
L	Lecture
T	Tutorial
P	Practical
C	Course Credit
Evaluation Scheme Convention	
Minor	(Mid Term Exams / Tests) I & II
Major	Semester End Examination (ESE)
CBCS	Choice Based Credit System

Teaching & Examination Scheme

MBA Semester I, First Year													
S.No.	Subject Code	Title of the Subject	Teaching & Credit Scheme					Evaluation & Examination Scheme					
			L	T	P	Total Periods	C	Minor Duration (Hours)	ESE Duration (Hours)	Internal Marks	Minor (1+II) Marks	Major ESE Marks	Total Marks
1	BUL6045	Financial Accounting & Decision Making	3	0	0	48	3	3 Hours (1 Hour 30 Minutes Each)	3 Hours	10	40	50	100
2	BUL6062	Managerial Economics	3	0	0	48	3			10	40	50	100
3	BUL6034	Marketing Management	3	0	0	48	3			10	40	50	100
4	BUL6091	Statistical Methods for Management Decisions	3	0	0	48	3			10	40	50	100
5	BUL6023	Management of Organizations	3	0	0	48	3			10	40	50	100
6	BUL6017	Business Communication	3	0	0	48	3			10	40	50	100
7	BUC6011	Viva Voce	--	--	--	--	1			--	--	--	100
SUB TOTAL			18	0	0	288	19			60	240	300	700

MBA Semester II, First Year													
S.No.	Subject Code	Title of the Subject	Teaching & Credit Scheme					Evaluation & Examination Scheme					
			L	T	P	Total Periods	C	Minor Duration (Hours)	ESE Duration (Hours)	Internal Marks	Minor (1+II) Marks	Major ESE Marks	Total Marks
1	BUL6092	Decision Models & Optimization	3	0	0	48	3	3 Hours (1 Hour 30 Minutes Each)	3 Hours	10	40	50	100
2	BUL6033	Marketing Decision Making	3	0	0	48	3			10	40	50	100
3	BUL6046	Managerial Accounting & Decision Making	3	0	0	48	3			10	40	50	100
4	BUL6051	Supply Chain Management	3	0	0	48	3			10	40	50	100
5	BUL6024	Leadership Development	3	0	0	48	3			10	40	50	100
6	BUL6036	Digital & Social Media Marketing	3	0	0	48	3			10	40	50	100
7	BUL6044	Financial Management	3	0	0	48	3			10	40	50	100
8	BUP6093	Research Methodology Applications with SPSS	0	0	4	48	2			--	--	100	100
9	BUC6012	Viva Voce	--	--	--	--	1			--	--	--	100
SUB TOTAL			21	0	4	384	24			70	280	450	900

Note: Evaluation Methodology for course at S. No. 8 have only Lab Components:

The evaluation methodology consists of evaluation of theory component and lab component separately, initially out of 100 marks.
After this, the marks obtained in the two components are merged together (out of 100 marks) as evaluation of course.

MBA Semester III, Second Year													
S.No.	Subject Code	Title of the Subject	Teaching & Credit Scheme					Evaluation & Examination Scheme					
			L	T	P	Total Periods	C	Minor Duration (Hours)	ESE Duration (Hours)	Internal Marks	Minor (1+II) Marks	Major ESE Marks	Total Marks
1	BUL7011	Strategic Management	3	0	0	48	3	3 Hours (1 Hour 30 Minutes Each)	3 Hours	10	40	50	100
2	BUL7021	Managing Teams	3	0	0	48	3			10	40	50	100
3	BUL7015	Strategies for Digital Economy	3	0	0	48	3			10	40	50	100
4	BUL7018	Project Appraisal & Planning	3	0	0	48	3			10	40	50	100
5	---	Elective 1	3	0	0	48	3			10	40	50	100
6	---	Elective 2	3	0	0	48	3			10	40	50	100
7	---	Elective 3	3	0	0	48	3			10	40	50	100
8	BUT7011	Summer Training Report Presentation and Viva voce	--	--	--	--	3	--	--	--	100		
SUB TOTAL			21	0	0	336	24			70	280	350	800

MBA Semester IV, Second Year													
S.No.	Subject Code	Title of the Subject	Teaching & Credit Scheme					Evaluation & Examination Scheme					
			L	T	P	Total Periods	C	Minor Duration (Hours)	ESE Duration (Hours)	Internal Marks	Minor (1+II) Marks	Major ESE Marks	Total Marks
1	BUL7016	Entrepreneurship	3	0	0	48	3	3 Hours (1 Hour 30 Minutes Each)	3 Hours	10	20	50	100
2	BUL7017	Business Laws	3	0	0	48	3			10	20	50	100
3	BUP7091	Use & Applications of 'R' Software in Management	0	0	4	48	2			--	--	100	100
4	---	Elective 4	3	0	0	48	3			10	20	50	100
5	---	Elective 5	3	0	0	48	3			10	20	50	100
6	---	Elective 6	3	0	0	48	3			10	20	50	100
7	BUD7011	Dissertation**	--	--	--	--	6			--	--	--	100
SUB TOTAL			16	0	0	288	23			50	100	350	700

***Note:** Under Choice Based Credit System, students will choose 1 course from available options under same specialization.

****Note:** Evaluation: 10% of marks evaluated by panel of faculty experts, 30% of marks evaluated by faculty supervisor and 60% of marks evaluated by external expert (academic / industry) from related area.



Vision Statement

School of Business aspires to be the most sought offer confluence of teaching, research and networking seat of management education, regionally anchored, nationally recognized and globally connected.

Mission Statement

The School strives to be catalyst for Change Management in Business and Governance through continuous pursuit of excellence in Research and Teaching, keeping abreast of Recent Development in National and International scenario.

Objectives

- Create intellectual capital in terms of scholarly and application oriented teaching & research.
- To run state-of-the-art postgraduate and doctoral programs to develop human capital.
- To concentrate on areas of specialization as per industrial requirements at national and global level.
- Forge meaningful partnerships with industry, academia, government, and social sectors.
- To promote entrepreneurial activities in the region by imparting training and motivating prospective entrepreneurs.

Values

- Academic integrity and accountability.
- Respect and tolerance for the views of every individual.
- Recognizing issues of national and international relevance.
- Appreciation of intellectual excellence and creativity.

Two-Year MBA Programme (Overall Structure)

	Minimum	Maximum
Duration	2 years	3 years
Total Credits	90 19 Compulsory Courses of 3 credits each = 57 5 Specialization Courses of 3 credit each = 15 1 Choice Based Credit System Specialization Elective of 3 credit = 3 2 Practical Based Compulsory Courses of 2 credits each = 4 Dissertation of 6 credits = 6 Summer Training of 3 credits = 3 Viva Voce = 2	
Electives (E)	Specialization Streams Electives: 5 courses Choice Based Credit System Elective: 1 course.	
Dissertation (D)	10% of marks evaluated by panel of faculty experts, 30% of marks evaluated by faculty supervisor and 60% of marks evaluated by external expert (academic / industry) from related area.	
Summer Training (T)	Summer Training for 7-8 weeks that carries 3 credits. 100% Evaluated through panel of faculty members.	
Practical's (P)	Students are trained on usage of different software's as part or as compulsory module during complete program.	



LIST OF COURSES

General Courses

Semester I

BUL6045	Financial Accounting & Decision Making	3 Credits (3-0-0)
BUL6062	Managerial Economics	3 Credits (3-0-0)
BUL6034	Marketing Management	3 Credits (3-0-0)
BUL6091	Statistical Methods for Management Decisions	3 Credits (3-0-0)
BUL6023	Management of Organizations	3 Credits (3-0-0)
BUL6017	Business Communication	3 Credits (3-0-0)
BUC6011	Viva Voce	1 Credit

Semester II

BUL6092	Decision Models & Optimization	3 Credits (3-0-0)
BUL6033	Marketing Decision Making	3 Credits (3-0-0)
BUL6046	Managerial Accounting & Decision Making	3 Credits (3-0-0)
BUL6051	Supply Chain Management	3 Credits (3-0-0)
BUL6024	Leadership Development	3 Credits (3-0-0)
BUL6036	Digital & Social Media Marketing	3 Credits (3-0-0)
BUL6044	Financial Management	3 Credits (3-0-0)
BUP6093	Research Methodology Applications with SPSS	2 Credits (0-0-4)
BUC6012	Viva Voce	1 Credit

Semester III

BUL7011	Strategic Management	3 Credits (3-0-0)
BUL7021	Managing Teams	3 Credits (3-0-0)
BUL7015	Strategies for Digital Economy	3 Credits (3-0-0)
BUL7018	Project Appraisal & Planning	3 Credits (3-0-0)
BUT7011	Summer Training Report Presentation and Viva voce	3 Credits

Semester IV

BUL7016	Entrepreneurship	3 Credits (3-0-0)
BUL7017	Business Laws	3 Credits (3-0-0)
BUD7011	Dissertation	6 Credits
BUP7091	Use & Applications of 'R' Software in Management	2 Credits (0-0-4)

Specializations

Finance

Semester III

BUE7049	Corporate Finance	3 Credits (3-0-0)
BUE7047	Financial Statement Analysis	3 Credits (3-0-0)
BUE7048	Portfolio Management	3 Credits (3-0-0)

Semester IV

BUE7040	Advanced Corporate Finance	3 Credits (3-0-0)
BUE7046	Business Valuation, Mergers and Acquisitions	3 Credits (3-0-0)
<u>Choice Based Credit System</u>		
BUE7071	International Financial Management	3 Credits (3-0-0)
BUE7044	Financial Derivatives & Risk Management	3 Credits (3-0-0)



Marketing

Semester III

BUE7030	Consumer Behavior	3 Credits (3-0-0)
BUE7037	Marketing Strategy	3 Credits (3-0-0)
BUE7038	Marketing of Services	3 Credits (3-0-0)

Semester IV

BUE7039	Advertising & Brand Management	3 Credits (3-0-0)
BUE7036	Retail & Visual Merchandising	3 Credits (3-0-0)
	<u>Choice Based Credit System</u>	
BUE7033	Rural Marketing	3 Credits (3-0-0)
BUE7251	Global Marketing	3 Credits (3-0-0)

Human Resource

Semester III

BUE7020	Business Turnaround and Organizational Transformation	3 Credits (3-0-0)
BUE7027	Understanding Workplaces and Industrial Psychology	3 Credits (3-0-0)
BUE7028	Power and Politics in Organizations	3 Credits (3-0-0)

Semester IV

BUE7029	Performance & Talent Management	3 Credits (3-0-0)
BUE7026	Strategic Human Resource Management	3 Credits (3-0-0)
	<u>Choice Based Credit System</u>	
BUE7261	Training and Development	3 Credits (3-0-0)
BUE7262	Change Management	3 Credits (3-0-0)

Business Analytics

Semester III

BUE7241	Business Analytics using Data Mining	3 Credits (3-0-0)
BUE7242	Data Analytics in Finance	3 Credits (3-0-0)
BUE7243	Business Intelligence	3 Credits (3-0-0)

Semester IV

BUE7244	Digital Innovation Strategies	3 Credits (3-0-0)
BUE7245	Marketing Analytics	3 Credits (3-0-0)
	<u>Choice Based Credit System</u>	
BUE7246	Computational Analytics	3 Credits (3-0-0)
BUE7247	Social and Web Analytics	3 Credits (3-0-0)