

MBA Program 2022-2024 Batch

Duration	2 Years
Total Credits	102 Credits

MBA

13 Core Discipline Courses of 3 credits each = 39 credits
 9 Ability Enhancement of 3 credit each = 27 credits
 1 Ability Enhancement (Online Course on Self Study Basis) of 2 credit = 2 credits
 4 Discipline Special Elective (Specialization Courses) of 3 credit each = 12 credits
 2 Choice Based Credit System Discipline Special Elective (Specialization Courses) of 3 credits each = 6 credits
 2 Viva Voce of 2 credits each = 4 credits
 3 Skills Enhancement
 2 Dissertation (I + II) of 2 credits and 4 credits each = 6 credits
 1 Summer Training of 6 credits = 6 credits

Electives (E)	Specialization Streams = 3 Total Number of Electives: 6 courses
Dissertation (D)	10% of marks evaluated by panel as Mid Term Evaluation 30% of marks evaluated by faculty supervisor 60% of marks evaluated by panel on Final Report submitted and Presentation
Summer Training (T)	Summer Training for 6-7 weeks that carries 6 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.

COURSE STRUCTURE

MBA Program

*Semester- I			Course Code
Ability Enhancement – Compulsory	Business Communication	3 Credits (3-0-0)	BUL6017
Ability Enhancement – Compulsory	Statistical Methods for Management Decisions	3 Credits (3-0-0)	BUL6091
Ability Enhancement – Compulsory	Corporate Financial Reporting and Decision Making	3 Credits (3-0-0)	BUL6271
Core Discipline	Managerial Economics	3 Credits (3-0-0)	BUL6062
Core Discipline	Marketing Management	3 Credits (3-0-0)	BUL6034
Core Discipline	Organization Behavior	3 Credits (3-0-0)	BUL6021
Core Discipline	Digital Innovation Strategies	3 Credits (3-0-0)	BUL6411
	Viva Voce	2 Credits	BUC6301
Semester-II			
Ability Enhancement – Compulsory	Research Methodology Applications with SPSS	3 Credits (1-0-4)	BUL6093
Ability Enhancement – Compulsory	Marketing Decision Making	3 Credits (3-0-0)	BUL6033
Ability Enhancement – Compulsory	Managerial Accounting and Decision Making	3 Credits (3-0-0)	BUL6047
Ability Enhancement – Compulsory	Decision Models and Optimization	3 Credits (3-0-0)	BUL6092
Core Discipline	Management of Organizations	3 Credits (3-0-0)	BUL6023
Core Discipline	Digital and Social Media Marketing	3 Credits (3-0-0)	BUL6037
Core Discipline	Corporate Finance	3 Credits (3-0-0)	BUL6042
Core Discipline	Supply Chain Management	3 Credits (3-0-0)	BUL6051
Ability Enhancement – Compulsory	Online Course	2 Credits	BUS6311
	Viva Voce	2 Credits	BUC6302
Semester III			
Ability Enhancement – Compulsory	Management Control System	3 Credits (3-0-0)	BUL7271
Ability Enhancement – Compulsory	Project Appraisal and Planning	3 Credits (3-0-0)	BUL7018
Core Discipline	Strategic Management	3 Credits (3-0-0)	BUL7011
Core Discipline	Managing Teams	3 Credits (3-0-0)	BUL7021
Discipline Special Elective (Elective 1 st Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 2 nd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 1 st Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement – Compulsory	Summer Training	6 Credits	BUT7232
Semester-IV			

Core Discipline	Entrepreneurship	3 Credits (3-0-0)	BUL7281
Core Discipline	Business Laws	3 Credits (3-0-0)	BUL7019
Core Discipline	Leadership Development	3 Credits (3-0-0)	BUL7261
Discipline Special Elective (Elective 3 rd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 4 th Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 2 nd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement – Compulsory	Dissertation	6 Credits	BUD7234

Note: Semester I means the semester I for MBA with lateral entry in MBA program as well as MBA program AY 2020-21 and Semester VII means semester VII for the students promoted in MBA program after successful completion of BBA (Hons.) under Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option

Discipline Special Elective & Choice Based Credit System Elective

Marketing		HR	
Semester 3	Course Code	Semester 3	Course Code
Consumer Behaviour	BUE7253	Understanding Workplaces and Industrial Psychology	BUE7264
Marketing Strategy	BUE7254	Power and Politics in Organizations	BUE7265
Choice Based Credit System		Choice Based Credit System	
Product and Brand Management	BUE7256	Negotiation Skills	BUE7266
Integrated Marketing Communication	BUE7257	Organization Change and Intervention Strategies	BUE7267
Semester 4		Semester 4	
Retail Marketing	BUE7251	Performance and Talent Management	BUE7263
Marketing of Services	BUE7038	Strategic Human Resource Management	BUE7026
Choice Based Credit		Choice Based Credit	
Rural Marketing	BUE7255	Competency Mapping and Assessment	BUE7261
Social Marketing	BUE7252	Cross-Cultural HRM	BUE7262

Finance	
Semester 3	Course Code
Corporate Tax Planning and Tax Management	BUE7274
Security Analysis and Portfolio Management	BUE7275
Choice Based Credit	
Global Macro Economy and Financial Crisis	BUE7276
Forensic Audit and Fraud Investigation	BUE7277
Semester 4	
Strategic Corporate Finance	BUE7271
Business Valuation, Mergers and Acquisitions	BUE7272
Choice Based Credit	
International Financial Management	BUE7071
Financial Derivatives and Risk Management	BUE7273

Note: Subject to minimum number of students opting the elective course and availability of faculty