

**MBA Program (2024 onwards)**  
**99 Credits**

- 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
- 1 Course of Independent Study of 3 Credits
- 1 Summer Training of 6 credits
- Specialization Streams = 3
- Total Number of Electives: 6 courses
- Summer Training for 6-7 weeks that carries 6 credits. 100% Evaluated through panel of faculty members.
- Students are trained on usage of different software's as part or as compulsory module during complete program.
- 10% of marks evaluated by panel as Mid Term Evaluation
- \*1 Publication in Conference / Journal is mandatory.
- 30% of marks evaluated by faculty supervisor
- 60% of marks evaluated by panel on Final Report submitted and Presentation

Electives (E)

Summer Training (T)

Practical's (P)

Course of Independent Study (D)

**COURSE STRUCTURE**

**MBA Program**

<b>*Semester- I</b>			<b>Course Code</b>
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	Economic Environment for Managers	3 Credits (3-0-0)	BUL6171
	Viva Voce	2 Credits	BUC6301
<b>Semester-II</b>			
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
<b>Semester III</b>			
Ability Enhancement – Compulsory	Artificial Intelligence and Machine Learning for Managers	3 Credits (3-0-0)	BUL7511
Ability Enhancement – Compulsory	Project Planning, Appraisal and Management	3 Credits (3-0-0)	BUL7511
Core Discipline	Strategic Management	3 Credits (3-0-0)	BUL7011
Core Discipline	Leadership and Team Management	3 Credits (3-0-0)	BUL7541
Discipline Special Elective (Elective 1 <sup>st</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 2 <sup>nd</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective	----- To be chosen from list-----	3 Credits (3-0-0)	

(Elective 1 <sup>st</sup> Paper)	Summer Training	6 Credits	BUT7232
Skill Enhancement – Compulsory			
<b>Semester-IV</b>	Entrepreneurship	3 Credits (3-0-0)	BUL7281
Core Discipline	Business Laws	3 Credits (3-0-0)	BUL7019
Core Discipline	Corporate Governance	3 Credits (3-0-0)	BUL7512
Core Discipline	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 3 <sup>rd</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 4 <sup>th</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 2 <sup>nd</sup> Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement – Compulsory	Course of Independent Study (D)	3 Credits	

**Discipline Special Elective & Choice Based Credit System Elective**

Marketing		HR	
Semester 9	Course Code	Semester 9	Course Code
Consumer Behaviour	BUE7253	Understanding Workplaces and Industrial Psychology	BUE7264
Marketing Strategy	BUE7254	Power and Politics in Organizations	BUE7265
<b>Choice Based Credit System</b>		<b>Choice Based Credit System</b>	
Product and Brand Management	BUE7256	Negotiation Skills	BUE7266
Integrated Marketing Communication	BUE7257	Organization Change and Intervention Strategies	BUE7267
<b>Semester 10</b>		<b>Semester 10</b>	
Retail Marketing	BUE7251	Performance and Talent Management	BUE7263
Marketing of Services	BUE7038	Strategic Human Resource Management	BUE7026
<b>Choice Based Credit</b>		<b>Choice Based Credit</b>	
Rural Marketing	BUE7255	Competency Mapping and Assessment	BUE7261
Social Marketing	BUE7252	Cross-Cultural HRM	BUE7262

Finance	
Semester 9	Course Code
Behavioral Finance	BUE7481
Security Analysis and Portfolio Management	BUE7275
<b>Choice Based Credit</b>	
Global Macro Economy and Financial Crisis	BUE7276
Forensic Audit and Fraud Investigation	BUE7277
<b>Semester 10</b>	
Strategic Corporate Finance	BUE7271
Business Valuation, Mergers and Acquisitions	BUE7272
<b>Choice Based Credit</b>	
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