

Program: MBA – Dual Specialization

Program brief- The MBA program is spread over four semesters of 16-18 weeks each. The courses covered in the first two semesters are designed to give an insight in the various functional areas of management, enhance communication skills and decision making ability. At the end of the first two terms, the students go for an industry internship or summer training with an organization spanning 8-10 weeks. In the second year, the students shall take elective / optional courses to specialize in a maximum of two functional areas. All elective packages, however, may not be offered, as this would be determined by the number(s) of students showing interest in specializing in different areas.

	Core Papers		Electives				Foundation				TOTAL											
			Discipline centric	Open Electives			Compulsory	Electives		CRS	CRT											
	3 Credits/ Course	3 Credits/ Course	2 Credits/ Course	1 Credit/ Course	2 Credits/ Course																	
SEM	CRS	CRT	CRS	CRT	CRS	CRT	CRS	CRT	CRS	CRT												
I	8	24					2	4	1	2	12	30										
II	8	24					5	5	1	2	14	31										
Summer Internship (included in Semester III)											1	8										
III	2	6	6	18	1	2					9	26										
IV	2	6	4	12	1	2					7	20										
											20	60	10	30	2	4	7	7	3	4	43	113

CRS is abbreviation for courses and CRT is abbreviation for credits

Semester Wise Study Scheme

Semester I										
S.	Subject	Subject	Subject	Hours/ Week				Total	Cre	

No	Type	Code		Lecture	Tutorial/ Practical	Total	Examination	Hours in Semester	redits
1	Core	MBA-101	Managerial Economics	2	1	3	Ext: 50 marks Int: 50 marks	48	3
2		MBA-102	Quantitative Techniques for Management	2	1	3	Ext: 50 marks Int: 50 marks	48	3
3		MBA-103	Marketing Management I	2	1	3	Ext: 50 marks Int: 50 marks Ext: 50 marks Int: 50 marks	48	3
4		MBA-104	Financial Management I	2	1	3	Ext: 50 marks Int: 50 marks	48	3
5		MBA-105	Accounting for Managers	2	1	3	Ext: 50 marks Int: 50 marks	48	3
6		MBA-106	International Business	2	1	3	Ext: 50 marks Int: 50 marks	48	3
7		MBA-107	Management Information Systems	2	1	3	Ext: 50 marks Int: 50 marks	48	3
8		MBA-108	Psychology of Work	2	1	3	Ext: 50 marks Int: 50 marks	48	3
9	Foundation- Compulsory	MBA-109	Employability Skills I	0	1	1	Int:100 marks	16	1
10		MBA-110	Principles and Practice of Management	1	0	1	Ext: 50 marks Int: 50 marks	16	1
11	Foundation- Elective	MBA-111 MBA-112 MBA-113 MBA-114	1. Basic Statistics 2. Basics of IT 3. Foundations of Human Behavior 4. Cultural and Constitutional Framework of India	1	1	2	Ext: 50 marks Int: 50 marks	32	2
			TOTAL	18	10	28		448	28

1. The student has to complete two foundation elective courses. One of the Foundation electives will be offered between MBA-111 and MBA-112, while the other will be offered between MBA-113 and MBA-114. The choice of the student will be considered but will not be binding for the department to offer it

Semester II									
S. No	Subject Type	Subject Code	Subject	Hours/ Week			Examination	Total Hours in Semester	Cre dits
				Lecture	Tutorial/ Practical	Total			
1	Core	MBA-201	Marketing Management II	2	1	3	Ext: 50 marks Int: 50 marks	48	3
2		MBA-202	Financial Management II	2	1	3	Ext: 50 marks Int: 50 marks	48	3
3		MBA-203	Research Methodology	2	1	3	Ext: 50 marks Int: 50 marks	48	3

1	Core	MBA-301	Employability Skills III	0	3	3	Int: 100 marks	48	3
2		MBA-302	Industry Project I	0	3	3	Int: 100 marks	48	3
3	Specialization 1		Elective 1	2	1	3	Ext: 50 marks Int: 50 marks	48	3
4			Elective 2	2	1	3	Ext: 50 marks Int: 50 marks	48	3
5			Elective 3	2	1	3	Ext: 50 marks Int: 50 marks	48	3
6	Specialization 2		Elective 1	2	1	3	Ext: 50 marks Int: 50 marks	48	3
7			Elective 2	2	1	3	Ext: 50 marks Int: 50 marks	48	3
8			Elective 3	2	1	3	Ext: 50 marks Int: 50 marks	48	3
9	Open Elective	MBA-051	1. Leadership and Corporate Accountability 2. Business Modeling	1	1	2	Ext: 50 marks Int: 50 marks	32	2
		MBA-052							
10	Summer Internship	MBA-303					Int: 200 marks		8
			TOTAL	13	13	26		416	34

1. The student shall opt for one of the offered Open Electives

Semester IV									
S. No	Subject Type	Subject Code	Subject	Hours/ Week			Examination	Total Hours in Semester	Credits
				Lecture	Tutorial/ Practical	Total			
1	Core	MBA-401	Employability Skills IV	0	3	3	Int: 100 marks	48	3
2		MBA-402	Industry Project II	0	3	3	Int: 100 marks	48	3
3	Specialization 1		Elective 1	2	1	3	Ext: 50 marks Int: 50 marks	48	3
4			Elective 2	2	1	3	Ext: 50 marks Int: 50 marks	48	3
5	Specialization 2		Elective 1	2	1	3	Ext: 50 marks Int: 50 marks	48	3
6			Elective 2	2	1	3	Ext: 50 marks Int: 50 marks	48	3
7	Open Elective	MBA-053	1. Coaching and Mentoring 2. New Venture Creation and Start ups	1	1	2	Ext: 50 marks Int: 50 marks	32	2
		MBA-054							
			TOTAL	9	11	20		320	20

1. The student shall opt for one of the offered Open Electives

List of Electives in Semester III and IV

Of the basket of 10 electives in each area of specialization, a set of three electives will be offered from the first six electives in semester III. The student will have the option of choosing 2 electives from the last four electives in Semester IV.

S. No	Discipline	Subject Code	Subject
1	Marketing	MBA-351-1	Services Marketing
2		MBA-351-2	Integrated Marketing Communication
3		MBA-351-3	Sales and Distribution Management
4		MBA-351-4	Business to Business Marketing
5		MBA-351-5	Marketing Research
6		MBA-351-6	Brand Management
7		MBA-451-1	Consumer Behavior
8		MBA-451-2	Digital Marketing
9		MBA-451-3	Rural Marketing
10		MBA-451-4	Customer Relationship Management
1	Finance	MBA-352-1	Financial Derivatives
2		MBA-352-2	Management of Financial Services
3		MBA-352-3	Security Analysis and Portfolio Management
4		MBA-352-4	Financial Markets
5		MBA-352-5	Mergers, Acquisition and Corporate Restructuring
6		MBA-352-6	Financial Statement Analysis and Valuation
7		MBA-452-1	Project Management
8		MBA-452-2	International Financial Management
9		MBA-452-3	Management of Banks and FI's
10		MBA-452-4	Capital Expenditure Planning and Control
1	Human Resource Management	MBA-353-1	Performance Management in Organizations
2		MBA-353-2	Strategic HR Management
3		MBA-353-3	Industrial Relations and Labor Laws
4		MBA-353-4	HR planning, Recruitment and Selection
5		MBA-353-5	Leadership and Team Building
6		MBA-353-6	Psychometric Testing
7		MBA-453-1	Organization Change and Development
8		MBA-453-2	Executive Compensation and Wage Administration
9		MBA-453-3	Training and Development
10		MBA-453-4	Talent Management & Career Development
1	Information System	MBA-354-1	Enterprise Resource Planning
2		MBA-354-2	Relational Database System
3		MBA-354-3	System Analysis and Design
4		MBA-354-4	Knowledge Management Systems

5		MBA-354-5	Software Project Management
6		MBA-354-6	Networking Fundamentals
7		MBA-454-1	Information Systems and Business Intelligence
8		MBA-454-2	e Commerce
9		MBA-454-3	Cloud Computing
10		MBA-454-4	Data and Information Security
1	International Business	MBA-355-1	Import-Export Management and Documentation
2		MBA-355-2	International Marketing
3		MBA-355-3	India's Foreign Trade Policy
4		MBA-355-4	International Financial Management
5		MBA-355-5	Regional Business Policies
6		MBA-355-6	Cross Culture Management
7		MBA-455-1	International Logistics and Supply Chain Management
8		MBA-455-2	Global Strategic Management
9		MBA-455-3	International Business Environment and Foreign Exchange Economics
10		MBA-455-4	International Trade Operations and Practices
1	Event Management	MBA-359-1	Event Marketing and PR
2		MBA-359-2	Event Marketing and Sponsorship
3		MBA-359-3	Special Event Marketing
4		MBA-359-4	Event Team and Crew Management
5		MBA-359-5	Event Management Planning
6		MBA-359-6	Event Communication and Digital Media
7		MBA-459-1	Event Logistics Management
8		MBA-459-2	Event Laws, Licenses and Contracts
9		MBA-459-3	Event Production Process – production and technical aspects
10		MBA-459-4	Costing and Budgeting for Event Management
1	Entrepreneurship	MBA-367-1	Legal Environment of Entrepreneurship
2		MBA-367-2	Entrepreneurial Marketing
3		MBA-367-3	Building Teams and Team Leadership
4		MBA-367-4	New Venture Creation
5		MBA-367-5	Strategies for Small Business Management
6		MBA-367-6	Entrepreneurship Creativity and Innovation
7		MBA-467-1	Venture Capital and Entrepreneurial Finance Management
8		MBA-467-2	Social Entrepreneurship
9		MBA-467-3	Family Enterprise Management
10		MBA-467-4	Managing Corporate Entrepreneurship