

## Master of Business Administration (MBA)

### Proposed Study and Evaluation Scheme 2018-19

The University MBA program has practical and unique industry oriented approach. The curriculum includes a range of courses that take advantage of new teaching methods and the reinforcement of basic skills and concepts.

#### SEMESTER-1

Course Code	Course Name
BS611	Management Principles and Practice
BS612	Managerial Economics
BS613	Financial Accounting and Analysis
BS614	Statistics for Management
BS615	Legal Aspects of Business
BS616	Business Environment
BS617	Business Communication
BS618	Computer Applications in Management

#### SEMESTER-2

Course Code	Course Name
BS621	Organizational Behaviour
BS622	Management Accounting
BS623	Operations Research
BS624	Marketing Management
BS625	Financial Management
BS626	Human Resource Management
BS627	Production and Operations Management
BS628	Management Information System

#### SEMESTER-3

Course Code	Course Name
BS631	Strategic Management
BS632	International Business
BS633	Research Methodology
BS634	Supply Chain Management
BS6H1/M1/F1/OM1/IB1	Elective I
BS6H2/M2/F2/OM2/IB2	Elective II
BS6H3/M3/F3/OM3/IB3	Elective III
BS631	Strategic Management

## SEMESTER-4

Course Code	Course Name
BS641	Entrepreneurship Development
BS642	Corporate Social Responsibility and Corporate Governance
BS643	E-Business
BS6H4/M4/F4/OM4/IB4	Elective IV
BS6H5/M5/F5/OM5/IB5	Elective V
BS6H6/H7, BS6M6/M7, BS6F6/F7, BS6OM6/OM7, BS6IB6/IB7	Elective Open Specialization
BS644	Research Project Report and Viva
BS645	Comprehensive Viva

### Specialization Group A : Marketing

Course Code	Course Name
BS6M1	Consumer Behaviour
BS6M2	Sales Management
BS6M3	Advertising Management
BS6M4	International Marketing
BS6M5	Services Marketing
	<b>Open Specialization</b>
BS6M6	Retail Management
BS6M7	Rural Marketing

### Specialization Group B : Finance

Course Code	Course Name
BS6F1	Security Analysis and Portfolio Management
BS6F2	Financial Markets and Institutions
BS6F3	International Financial Management
BS6F4	Project Planning and Evaluation
BS6F5	Corporate Tax Planning
	<b>Open Specialization</b>
BS6F6	Management of Banking and Financial Services
BS6F7	Insurance and Risk Management

### Specialization Group C : Human Resource Management

Course Code	Course Name
BS6H1	Industrial Relations and Labour Laws
BS6H2	Human Resource Planning & Strategic Management
BS6H3	Training and Development of Human Resources
BS6H4	Compensation Management
BS6H5	Negotiations and Counseling
BS6H6	Performance Management
	<b>Open Specialization</b>
BS6F6	Management of Banking and Financial Services
BS6F7	Insurance and Risk Management

### Specialization Group D : Operations Management

Course Code	Course Name
BS6OM1	Facilities Management
BS6OM2	Production Planning & Control
BS6OM3	Project Management
BS6OM4	Materials Management
BS6OM5	Total Quality Management and Quality Standards
	<b>Open Specialization</b>
BS6OM6	Productivity Management
BS6OM7	World Class Manufacturing

### Specialization Group E: International Business

Course Code	Course Name
BS6IB1	International Business Environment
BS6IB2	International Marketing
BS6IB3	Financing of International Trade
BS6IB4	Export Management and Documentation
BS6IB5	International Logistics Management
	<b>Open Specialization</b>
BS6IB6	International Contract Management
BS6IB7	Cross Culture Management

### Specialization Group F: Agri - Business Management

Course Code	Course Name
BS6AG1	Principles of Management in Agri Business
BS6AG2	Agricultural Marketing
BS6AG3	Agricultural Export Management
BS6AG4	Management of Cooperatives
BS6AG5	Farm Management
	<b>Open Specialization</b>
BS6AG6	Management of Dairies and Live Stock
BS6AG7	Plantation Management

### Specialization Group G: Agri - Pharma Business Management

Course Code	Course Name
BS6PH1	Pharmaceutical Marketing
BS6PH2	Regulatory Framework of Pharmaceutical Business
BS6PH3	Sales Promotion and Brand Management Pharmaceutical Business
BS6PH4	Managing Quality in Pharmaceutical Industry
BS6PH5	Supply Chain Management in Pharmaceutical Industry
	<b>Open Specialization</b>
BS6PH6	Marketing of Medical Devices
BS6PH7	Strategic Procurement