

MASTERS PROGRAMME

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

COURSE STRUCTURE (Batches admitted from the academic year 2022 - 2023)

Note: *The regulations hereunder are subject to amendments as may be made by the Academic Council of the College from time to time. Any or all such amendments will be effective from such date and to such batches of candidates (including those already pursuing the program) as may be decided by the Academic Council.*

Name of the Programme: Master of Business Administration (MBA)
Programme Structure
MBA I YEAR I SEMESTER

Course Code	Subject Titles	L	T/P	C
R22MBA01	Management and Organisational Behavior	4	-	4
R22MBA02	Managerial Economics	4	-	4
R22MBA03	Financial Reporting and Analysis	4	-	4
R22MBA04	Research Methodology & Statistical Analysis	4	-	4
R22MBA05	Business Environment & Business Laws	4	-	4
R22MBA06	Professional Communication Skills	4	-	4
R22MBA07	<u>Open Elective I:</u> 7A. Disaster and Crisis Management 7B. Innovation Management 7C. Cross Culture Management 7D. Sustainability Management	3	-	3
R22MBA08	Information Technology for Managers	2	-	2
Total		29	-	29

MBA I YEAR II SEMESTER

Course Code	Subject Titles	L	T/P	C
R22MBA09	Human Resource Management	4	-	4
R22MBA10	Financial Management	4	-	4
R22MBA11	Marketing Management	4	-	4
R22MBA12	Quantitative Analysis for Business Decisions	4	-	4
R22MBA13	Production and Operations Management	4	-	4
R22MBA14	Entrepreneurship and Design Thinking	4	-	4
R22MBA15	<u>Open Elective II:</u> 15A. Total Quality Management 15B. Marketing Research 15C. International Business 15D. Rural Marketing	3	-	3
R22MBA16	Statistical Data Analysis	2	-	2
Total		29	-	29

MBA II YEAR I SEMESTER

Course Code	Subject Titles	L	T/P	C
R22MBA17	Management Information System	4	-	4
R22MBA18	Logistics & Supply Chain Management	4	-	4
R22MBA19	Data Analytics	4	-	4
R22MBA20	Elective-I (Major 1)	4	-	4
R22MBA21	Elective-II (Major 2)	4	-	4
R22MBA22	Elective-III (Minor 1)	3	-	3
Total		23	-	23

MBA II YEAR II SEMESTER

Course Code	Subject Titles	L	T/P	C
R22MBA23	Strategic Management	4	-	4
R22MBA24	Elective-IV (Major 3)	4	-	4
R22MBA25	Elective-V (Major 4)	4	-	4
R22MBA26	Elective-VI (Minor 2)	3	-	3
R22MBA27	Internship/ Project Work		6	6
Total		21	-	21
Grand Total		94		102

Specialization-Wise Elective Courses Offered in the Second Year MBA

FINANCE ELECTIVES

Course Code	Subject Titles	L	C
R22MBAF1	Security Analysis and Portfolio Management	4	4
R22MBAF2	Strategic Investment & Financing Decisions	4	4
R22MBAF3	International Financial Management	4	4
R22MBAF4	Financial Analytics	4	4
R22MBAF5	Tax Planning and Management	3	3
R22MBAF6	Risk Management & Financial Derivatives	3	3

HR ELECTIVES

Course Code	Subject Name	L	C
R22MBAH1	Talent & Performance Management Systems	4	4
R22MBAH2	Training & Development	4	4
R22MBAH3	International Human Resources Management	4	4
R22MBAH4	HR Analytics	4	4
R22MBAH5	Compensation & Reward Management	3	3
R22MBAH6	Diversity and Change Management	3	3

MARKETING ELECTIVES

Course Code	Subject Titles	L	C
R22MBAM1	Consumer Behavior	4	4
R22MBAM2	Services Marketing	4	4
R22MBAM3	Integrated Marketing Communications	4	4
R22MBAM4	Marketing Analytics	4	4
R22MBAM5	Digital and Social Media Marketing	3	3
R22MBAM6	Customer Relationship Management	3	3

BUSINESS ANALYTICS ELECTIVES

Course Code	Subject Name	L	C
R22MBAB1	Data Analysis Through KNIME	4	4
R22MBAB2	Data Analysis and Analytics using Spreadsheets	4	4
R22MBAB3	Data Visualization & Big Data Analytics	4	4
R22MBAB4	Data Analysis Using R and Tableau	4	4
R22MBAB5	Predictive Analytics	3	3
R22MBAB6	Data Management and Business Intelligence	3	3