

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

MBA I YEAR I SEMESTER

Course Code	Course Titles	L	T/P	C	Max. Marks	
					INT	EXT
R20MBA01	Management and Organizational Behaviour	3	-	3	30	70
R20MBA02	Managerial Economics	3	-	3	30	70
R20MBA03	Financial Accounting and Analysis	3	1	3	30	70
R20MBA04	Statistics for Managers	3	1	3	30	70
R20MBA05	Business Environment and Business Laws	3	-	3	30	70
R20MBA06	Information Technology for Managers	3	-	3	30	70
R20MBA07	<u>Open Elective I:</u> 1. Disaster and Crisis Management	3	-	3	30	70
R20MBA08	2. Innovation Management					
R20MBA09	3. Cross Culture Management					
R20MBA10	Professional Communication Skills	3	1	3	30	70
Total		24	3	24	240	560

MBA I YEAR II SEMESTER

Course Code	Course Titles	L	T/P	C	Max. Marks	
					INT	EXT
R20MBA11	Human Resource Management	3	-	3	30	70
R20MBA12	Financial Management	3	1	3	30	70
R20MBA13	Marketing Management	3	-	3	30	70
R20MBA14	Quantitative Analysis for Business Decisions	3	1	3	30	70
R20MBA15	Production and Operations Management	3	1	3	30	70
R20MBA16	Innovative Entrepreneurship	3	-	3	30	70
R20MBA17	<u>Open Elective II:</u> 1. Management Information Systems and ERP	3	-	3	30	70
R20MBA18	2. Intellectual Property Rights					
R20MBA19	3. International Business					
R20MBA20	Professional Management Skills	3	1	3	30	70
Total		24	4	24	240	560

MBA II YEAR I SEMESTER

Course Code	Course Titles	L	T/P	C	Max. Marks	
					INT	EXT
R20MBA21	Strategic Management	3	-	3	30	70
R20MBA22	Research Methodology and Business Analytics	3	-	3	30	70
Elective-I	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Elective-II	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Elective-III	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Elective-IV	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Elective-V	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Elective-VI	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Total		24	-	24	240	560

MBA II YEAR II SEMESTER

Course Code	Course Titles	L	T/P	C	Max. Marks	
					INT	EXT
R20MBA53	Annual Report Analysis - Case Study	-	3	2	-	100
R20MBA54	Business Best Practices - Case Study	-	3	2	-	100
R20MBA55	IT Enabled Services - Case Study	-	3	2	-	100
R20MBA56	Project Work and Comprehensive Viva-Voce	-	-	12	50	150
R20MBA57	Internship	-	-	6	-	100
Total		-	9	24	50	550
Grand Total		72	16	96	770	2230

- Specializations are offered in the second year MBA Programme.
- Dual specialization system is followed in this college. The student has to choose any two out of the four specializations offered. The specializations do remain the same across the semesters. The four specializations offered are:
 - Finance,
 - Business Analytics,
 - Human Resources,
 - Marketing, and
 - Information Systems
- The courses available under each specialization are given hereunder.
- From each chosen specialization the student has to select minimum four elective courses in the II year I semester as major and another two elective courses as minor from any of the given specializations. The elective courses offered under each specialization in each semester are given hereunder.

Specialization-Wise Elective Courses Offered in the Second Year MBA First Semester**FINANCE ELECTIVE**

Course Code	Elective	Course Titles	L	C	Max. Marks	
					INT	EXT
R20MBA23	I	Security Analysis and Portfolio Management	3	3	30	70
R20MBA24	II	Financial Institutions, Markets and Services	3	3	30	70
R20MBA25	III	Strategic Investment and Financing Decisions	3	3	30	70
R20MBA26	IV	Tax Planning and Management	3	3	30	70
R20MBA27	V	Banking and Insurance Management	3	3	30	70
R20MBA28	VI	Financial Derivatives	3	3	30	70

BUSINESS ANALYTICS ELECTIVE

Course Code	Elective	Course Titles	L	C	Max. Marks	
					INT	EXT
R20MBA29	I	Introduction to Business Analytics	3	3	30	70
R20MBA30	II	Data Visualization and Big data Analytics	3	3	30	70
R20MBA31	III	Data Analysis and Analytics using Spreadsheets	3	3	30	70
R20MBA32	IV	Predictive Analytics	3	3	30	70
R20MBA33	V	Data Analytics Using R and Tableau	3	3	30	70
R20MBA34	VI	Data Management and Business Intelligence	3	3	30	70

MARKETING ELECTIVE

Course Code	Elective	Course Titles	L	C	Max. Marks	
					INT	EXT
R20MBA35	I	Consumer Behaviour	3	3	30	70
R20MBA36	II	Integrated Marketing Communications and Sales	3	3	30	70
R20MBA37	III	Logistics and Supply Chain Management	3	3	30	70
R20MBA38	IV	Services Marketing	3	3	30	70
R20MBA39	V	Digital and Social Media Marketing	3	3	30	70
R20MBA40	VI	Customer Relationship Management	3	3	30	70

(Contd....)

HUMAN RESOURCE ELECTIVE

Course Code	Elective	Course Titles	L	C	Max. Marks	
					INT	EXT
R20MBA41	I	Performance Management	3	3	30	70
R20MBA42	II	Compensation and Reward Management	3	3	30	70
R20MBA43	III	Management of Industrial Relations	3	3	30	70
R20MBA44	IV	International Human Resource Management	3	3	30	70
R20MBA45	V	Training and Development	3	3	30	70
R20MBA46	VI	Diversity and Change Management	3	3	30	70

SYSTEMS ELECTIVE

Course Code	Elective	Course Titles	L	C	Max. Marks	
					INT	EXT
R20MBA47	I	Business Intelligence	3	3	30	70
R20MBA48	II	Database Management Systems	3	3	30	70
R20MBA49	III	Decision Support Systems	3	3	30	70
R20MBA50	IV	E-Business	3	3	30	70
R20MBA51	V	Cyber Security	3	3	30	70
R20MBA52	VI	Information System Control and Audit	3	3	30	70