



**JAGADGURUKUL**  
UNIVERSITY

# **Faculty of Management**

**MBA  
(2015-16)**

**Program Structure**

## **Course Structure (MBA)** **Dual Specialization Scheme**

### **First Semester Examination**

| Code No. | Paper                                | Type     | Internal Marks | External Marks    | Total Marks | L         | T/P      | Credit    |
|----------|--------------------------------------|----------|----------------|-------------------|-------------|-----------|----------|-----------|
| MBA101   | Computer Application in Management   | SEC      | 30             | 50(Th.)+<br>20(P) | 100         | 2         | 2        | 3         |
| MBA102   | Principles & Practices of Management | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA103   | Managerial Accounting                | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA104   | Marketing Management                 | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA105   | Organizational Behavior              | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA106   | Business Statistics                  | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA107   | Managerial Economics                 | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA108A  | Business Environment                 | Elective | 30             | 70                | 100         | 3         | -        | 3         |
| MBA108B  | Fundamentals of Entrepreneurship     | Elective | 30             | 70                | 100         | 3         | -        | 3         |
|          | <b>Total (with Any one Elective)</b> |          | <b>240</b>     | <b>560</b>        | <b>800</b>  | <b>23</b> | <b>2</b> | <b>24</b> |

### **Second Semester Examination**

| Code No. | Paper                                | Type     | Internal Marks | External Marks | Total Marks | L         | T/P      | Credit    |
|----------|--------------------------------------|----------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA201   | Legal Aspects of Business            | Core     | 30             | 70             | 100         | 3         |          | 3         |
| MBA202   | Financial Management                 | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA203   | Quantitative Techniques              | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA204   | Production and Operations Management | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA205   | Business Research Methods            | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA206   | Human Resource Management            | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA207   | Managerial Information System        | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA208A  | International Business Management    | Elective | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 208B | Business Ethics                      | Elective | 30             | 70             | 100         | 3         | -        | 3         |
|          | <b>Total(with Any one Elective)</b>  |          | <b>240</b>     | <b>560</b>     | <b>800</b>  | <b>24</b> | <b>-</b> | <b>24</b> |

### Third Semester Examination

| Code No.  | Paper                | Type | Internal Marks | External Marks | Total Marks | L         | T/P      | Credits   |
|---|----------------------|------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA 301   | Strategic Management | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 302   | Consumer Behavior    | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 303   | Summer Internship    | Core | 50             | 100            | 150         | -         | -        | 6         |
| Select any 2 specializations (4 papers from each of the specialization of 3 credits each) |                      |      |                |                |             |           |          |           |
| <b>Total</b>  |                      |      | <b>350</b>     | <b>800</b>     | <b>1150</b> | <b>30</b> | <b>-</b> | <b>36</b> |

**Note:** At the end of the Second Semester all the students shall have to undergo Summer Training for Eight-Ten Weeks

### Fourth Semester Examination

| Code No.  | Paper  | Type | Internal Marks | External Marks | Total Marks | L         | T/P      | Credits   |
|---|--|------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA 401   | Corporate Governance & Social Responsibility | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 402   | Project Planning and Control                 | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 403   | Comprehensive Viva                           | Core | -              | 150            | 150         | -         | -        | 6         |
| Select any 2 specializations (4 papers from each of the specialization of 3 credits each) |  |      |                |                |             |           |          |           |
| <b>Total</b>  |  |      | <b>300</b>     | <b>850</b>     | <b>1150</b> | <b>30</b> | <b>-</b> | <b>36</b> |

### HUMAN RESOURCE SPECIALISATION

| Code No.  | Paper                                    | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|--|----------|----------------|----------------|-------------|---|-----|--------|
| MBAHR-304 | Training & Development                   | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAHR 305 | Performance Management                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-306 | Organizational Change & Development      | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-307 | Manpower Planning & Control              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-308 | Conflict Resolution & Negotiation        | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR 404 | Strategic HRM                            | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR 405 | International HRM                        | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-406 | Industrial Relations & Labor Legislation | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-407 | Compensation Management                  | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-408 | Global Cultural Management               | Elective | 30             | 70             | 100         | 3 | -   | 3      |

### FINANCE SPECIALISATION

| Code No.  | Paper   | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|---|----------|----------------|----------------|-------------|---|-----|--------|
| MBAFM-304 | Financial Strategic Decision                    | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAFM-305 | Security Analysis and Portfolio Management      | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-306 | Income Tax: Theory & Practice                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-307 | Management of Financial Services                | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-308 | Cost & Management Audit                         | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-404 | Management of Banking & Insurance               | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-405 | International Financial Management              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-406 | Merger, Acquisition and Corporate Restructuring | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-407 | Financial Derivatives Management                | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-408 | Tax Planning                                    | Elective | 30             | 70             | 100         | 3 | -   | 3      |

### MARKETING SPECILISATION

| Code No.   | Paper                              | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|------------|------------------------------------|----------|----------------|----------------|-------------|---|-----|--------|
| MBAMKT-304 | Advertising Management             | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAMKT-305 | Retail Marketing                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-306 | Marketing of Services              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-307 | Sales and Distribution Management  | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-308 | Marketing Research                 | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-404 | Product and Brand Management       | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-405 | Rural and Industrial Marketing     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-406 | International Marketing Management | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-407 | Customer Relationship Management   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-408 | E Commerce                         | Elective | 30             | 70             | 100         | 3 | -   | 3      |

## IT SPECIALISATION

| Code No.  | Paper  | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|--|----------|----------------|----------------|-------------|---|-----|--------|
| MBAIT-304 | Data Mining for Business Decisions             | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAIT-305 | Managing Software Projects                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-306 | Managing Digital Innovation and Transformation | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-307 | E-Commerce and Digital Markets                 | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-308 | ERP- I   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-404 | Big Data & Business Analytics                  | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-405 | Managing Digital Platforms                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-406 | Strategic Information Technology Management    | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-407 | Network Application and Management             | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-408 | ERP- II  | Elective | 30             | 70             | 100         | 3 | -   | 3      |

**A student is required to obtain min. 40% marks in individual paper to pass.**

### MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

**The total number of the credits of the MBA Programmes is 120.**

Each student shall be required to appear for examinations in all courses. However, for **the award of the degree a student should secure at least 114 credits**. A student may drop one course in one year out of electives only.



**JAGADGURUKUL**  
UNIVERSITY

# **Faculty of Management**

**MBA**  
**(2016-17)**

**Program Structure**

## **Course Structure (MBA)** **Dual Specialization Scheme**

### **First Semester Examination**

| Code No. | Paper                                | Type     | Internal Marks | External Marks    | Total Marks | L         | T/P      | Credit    |
|----------|--------------------------------------|----------|----------------|-------------------|-------------|-----------|----------|-----------|
| MBA101   | Computer Application in Management   | SEC      | 30             | 50(Th.)+<br>20(P) | 100         | 2         | 2        | 3         |
| MBA102   | Principles & Practices of Management | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA103   | Managerial Accounting                | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA104   | Marketing Management                 | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA105   | Organizational Behavior              | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA106   | Business Statistics                  | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA107   | Managerial Economics                 | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA108A  | Business Environment                 | Elective | 30             | 70                | 100         | 3         | -        | 3         |
| MBA108B  | Fundamentals of Entrepreneurship     | Elective | 30             | 70                | 100         | 3         | -        | 3         |
|          | <b>Total (with Any one Elective)</b> |          | <b>240</b>     | <b>560</b>        | <b>800</b>  | <b>23</b> | <b>2</b> | <b>24</b> |

### **Second Semester Examination**

| Code No. | Paper                                | Type     | Internal Marks | External Marks | Total Marks | L         | T/P      | Credit    |
|----------|--------------------------------------|----------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA201   | Legal Aspects of Business            | Core     | 30             | 70             | 100         | 3         |          | 3         |
| MBA202   | Financial Management                 | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA203   | Quantitative Techniques              | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA204   | Production and Operations Management | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA205   | Business Research Methods            | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA206   | Human Resource Management            | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA207   | Managerial Information System        | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA208A  | International Business Management    | Elective | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 208B | Business Ethics                      | Elective | 30             | 70             | 100         | 3         | -        | 3         |
|          | <b>Total(with Any one Elective)</b>  |          | <b>240</b>     | <b>560</b>     | <b>800</b>  | <b>24</b> | <b>-</b> | <b>24</b> |

### Third Semester Examination

| Code No.  | Paper                | Type | Internal Marks | External Marks | Total Marks | L         | T/P      | Credits   |
|---|----------------------|------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA 301   | Strategic Management | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 302   | Consumer Behavior    | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 303   | Summer Internship    | Core | 50             | 100            | 150         | -         | -        | 6         |
| Select any 2 specializations (4 papers from each of the specialization of 3 credits each) |                      |      |                |                |             |           |          |           |
| <b>Total</b>  |                      |      | <b>350</b>     | <b>800</b>     | <b>1150</b> | <b>30</b> | <b>-</b> | <b>36</b> |

**Note:** At the end of the Second Semester all the students shall have to undergo Summer Training for Eight-Ten Weeks

### Fourth Semester Examination

| Code No.  | Paper  | Type | Internal Marks | External Marks | Total Marks | L         | T/P      | Credits   |
|---|--|------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA 401   | Corporate Governance & Social Responsibility | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 402   | Project Planning and Control                 | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 403   | Comprehensive Viva                           | Core | -              | 150            | 150         | -         | -        | 6         |
| Select any 2 specializations (4 papers from each of the specialization of 3 credits each) |  |      |                |                |             |           |          |           |
| <b>Total</b>  |  |      | <b>300</b>     | <b>850</b>     | <b>1150</b> | <b>30</b> | <b>-</b> | <b>36</b> |

### HUMAN RESOURCE SPECIALISATION

| Code No.  | Paper                                    | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|--|----------|----------------|----------------|-------------|---|-----|--------|
| MBAHR-304 | Training & Development                   | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAHR 305 | Performance Management                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-306 | Organizational Change & Development      | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-307 | Manpower Planning & Control              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-308 | Conflict Resolution & Negotiation        | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR 404 | Strategic HRM                            | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR 405 | International HRM                        | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-406 | Industrial Relations & Labor Legislation | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-407 | Compensation Management                  | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-408 | Global Cultural Management               | Elective | 30             | 70             | 100         | 3 | -   | 3      |



### FINANCE SPECIALISATION

| Code No.  | Paper   | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|---|----------|----------------|----------------|-------------|---|-----|--------|
| MBAFM-304 | Financial Strategic Decision                    | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAFM-305 | Security Analysis and Portfolio Management      | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-306 | Income Tax: Theory & Practice                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-307 | Management of Financial Services                | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-308 | Cost & Management Audit                         | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-404 | Management of Banking & Insurance               | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-405 | International Financial Management              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-406 | Merger, Acquisition and Corporate Restructuring | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-407 | Financial Derivatives Management                | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-408 | Tax Planning                                    | Elective | 30             | 70             | 100         | 3 | -   | 3      |

### MARKETING SPECILISATION

| Code No.    | Paper                              | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-------------|------------------------------------|----------|----------------|----------------|-------------|---|-----|--------|
| MBAMKT-304  | Advertising Management             | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAMKT-305  | Retail Marketing                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-306  | Marketing of Services              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-307  | Sales and Distribution Management  | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-308  | Marketing Research                 | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-404  | Product and Brand Management       | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-405  | Rural and Industrial Marketing     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT- 406 | International Marketing Management | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-407  | Customer Relationship Management   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-408  | E Commerce                         | Elective | 30             | 70             | 100         | 3 | -   | 3      |

## IT SPECIALISATION

| Code No.  | Paper  | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|--|----------|----------------|----------------|-------------|---|-----|--------|
| MBAIT-304 | Data Mining for Business Decisions             | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAIT-305 | Managing Software Projects                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-306 | Managing Digital Innovation and Transformation | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-307 | E-Commerce and Digital Markets                 | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-308 | ERP- I   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-404 | Big Data & Business Analytics                  | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-405 | Managing Digital Platforms                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-406 | Strategic Information Technology Management    | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-407 | Network Application and Management             | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-408 | ERP- II  | Elective | 30             | 70             | 100         | 3 | -   | 3      |

**A student is required to obtain min. 40% marks in individual paper to pass.**

### MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

**The total number of the credits of the MBA Programmes is 120.**

Each student shall be required to appear for examinations in all courses. However, for **the award of the degree a student should secure at least 114 credits**. A student may drop one course in one year out of electives only.



**JAGADGURUKUL**  
UNIVERSITY

# **Faculty of Management**

**MBA**  
**(2017-18)**

**Program Structure**

## **Course Structure (MBA)** **Dual Specialization Scheme**

### **First Semester Examination**

| Code No. | Paper                                | Type     | Internal Marks | External Marks    | Total Marks | L         | T/P      | Credit    |
|----------|--------------------------------------|----------|----------------|-------------------|-------------|-----------|----------|-----------|
| MBA101   | Computer Application in Management   | SEC      | 30             | 50(Th.)+<br>20(P) | 100         | 2         | 2        | 3         |
| MBA102   | Principles & Practices of Management | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA103   | Managerial Accounting                | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA104   | Marketing Management                 | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA105   | Organizational Behavior              | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA106   | Business Statistics                  | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA107   | Managerial Economics                 | Core     | 30             | 70                | 100         | 3         | -        | 3         |
| MBA108A  | Business Environment                 | Elective | 30             | 70                | 100         | 3         | -        | 3         |
| MBA108B  | Fundamentals of Entrepreneurship     | Elective | 30             | 70                | 100         | 3         | -        | 3         |
|          | <b>Total (with Any one Elective)</b> |          | <b>240</b>     | <b>560</b>        | <b>800</b>  | <b>23</b> | <b>2</b> | <b>24</b> |

### **Second Semester Examination**

| Code No. | Paper                                | Type     | Internal Marks | External Marks | Total Marks | L         | T/P      | Credit    |
|----------|--------------------------------------|----------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA201   | Legal Aspects of Business            | Core     | 30             | 70             | 100         | 3         |          | 3         |
| MBA202   | Financial Management                 | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA203   | Quantitative Techniques              | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA204   | Production and Operations Management | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA205   | Business Research Methods            | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA206   | Human Resource Management            | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA207   | Managerial Information System        | Core     | 30             | 70             | 100         | 3         | -        | 3         |
| MBA208A  | International Business Management    | Elective | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 208B | Business Ethics                      | Elective | 30             | 70             | 100         | 3         | -        | 3         |
|          | <b>Total(with Any one Elective)</b>  |          | <b>240</b>     | <b>560</b>     | <b>800</b>  | <b>24</b> | <b>-</b> | <b>24</b> |

### Third Semester Examination

| Code No.  | Paper                | Type | Internal Marks | External Marks | Total Marks | L         | T/P      | Credits   |
|---|----------------------|------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA 301   | Strategic Management | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 302   | Consumer Behavior    | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 303   | Summer Internship    | Core | 50             | 100            | 150         | -         | -        | 6         |
| Select any 2 specializations (4 papers from each of the specialization of 3 credits each) |                      |      |                |                |             |           |          |           |
| <b>Total</b>  |                      |      | <b>350</b>     | <b>800</b>     | <b>1150</b> | <b>30</b> | <b>-</b> | <b>36</b> |

**Note:** At the end of the Second Semester all the students shall have to undergo Summer Training for Eight-Ten Weeks

### Fourth Semester Examination

| Code No.  | Paper  | Type | Internal Marks | External Marks | Total Marks | L         | T/P      | Credits   |
|---|--|------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA 401   | Corporate Governance & Social Responsibility | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 402   | Project Planning and Control                 | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 403   | Comprehensive Viva                           | Core | -              | 150            | 150         | -         | -        | 6         |
| Select any 2 specializations (4 papers from each of the specialization of 3 credits each) |  |      |                |                |             |           |          |           |
| <b>Total</b>  |  |      | <b>300</b>     | <b>850</b>     | <b>1150</b> | <b>30</b> | <b>-</b> | <b>36</b> |

### HUMAN RESOURCE SPECIALISATION

| Code No.  | Paper                                    | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|--|----------|----------------|----------------|-------------|---|-----|--------|
| MBAHR-304 | Training & Development                   | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAHR 305 | Performance Management                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-306 | Organizational Change & Development      | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-307 | Manpower Planning & Control              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-308 | Conflict Resolution & Negotiation        | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR 404 | Strategic HRM                            | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR 405 | International HRM                        | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-406 | Industrial Relations & Labor Legislation | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-407 | Compensation Management                  | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-408 | Global Cultural Management               | Elective | 30             | 70             | 100         | 3 | -   | 3      |

### FINANCE SPECIALISATION

| Code No.  | Paper   | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|---|----------|----------------|----------------|-------------|---|-----|--------|
| MBAFM-304 | Financial Strategic Decision                    | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAFM-305 | Security Analysis and Portfolio Management      | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-306 | Income Tax: Theory & Practice                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-307 | Management of Financial Services                | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-308 | Cost & Management Audit                         | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-404 | Management of Banking & Insurance               | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-405 | International Financial Management              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-406 | Merger, Acquisition and Corporate Restructuring | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-407 | Financial Derivatives Management                | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-408 | Tax Planning                                    | Elective | 30             | 70             | 100         | 3 | -   | 3      |

### MARKETING SPECILISATION

| Code No.   | Paper                              | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|------------|------------------------------------|----------|----------------|----------------|-------------|---|-----|--------|
| MBAMKT-304 | Advertising Management             | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAMKT-305 | Retail Marketing                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-306 | Marketing of Services              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-307 | Sales and Distribution Management  | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-308 | Marketing Research                 | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-404 | Product and Brand Management       | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-405 | Rural and Industrial Marketing     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-406 | International Marketing Management | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-407 | Customer Relationship Management   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-408 | E Commerce                         | Elective | 30             | 70             | 100         | 3 | -   | 3      |

## IT SPECIALISATION

| Code No.  | Paper  | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|--|----------|----------------|----------------|-------------|---|-----|--------|
| MBAIT-304 | Data Mining for Business Decisions             | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAIT-305 | Managing Software Projects                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-306 | Managing Digital Innovation and Transformation | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-307 | E-Commerce and Digital Markets                 | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-308 | ERP- I   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-404 | Big Data & Business Analytics                  | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-405 | Managing Digital Platforms                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-406 | Strategic Information Technology Management    | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-407 | Network Application and Management             | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-408 | ERP- II  | Elective | 30             | 70             | 100         | 3 | -   | 3      |

**A student is required to obtain min. 40% marks in individual paper to pass.**

### MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

**The total number of the credits of the MBA Programmes is 120.**

Each student shall be required to appear for examinations in all courses. However, for **the award of the degree a student should secure at least 114 credits**. A student may drop one course in one year out of electives only.



# **Faculty of Management**

## **MBA (2018-19)**

### **Program Structure**



**Course Structure (MBA)**  
**Dual Specialization Scheme**

**First Semester Examination**

| Code No. | Paper  | Type     | Internal Marks | External Marks       | Total Marks | L         | T/P      | Credit    |
|----------|--|----------|----------------|----------------------|-------------|-----------|----------|-----------|
| MBA101   | Computer Application in Business             | SEC      | 30             | 50(Th.)+<br>20(P)    | 100         | 1         | 2        | 2         |
| MBA102   | Management Concepts & Business Communication | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA103   | Financial Reporting, Statements and Analysis | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA104   | Marketing Management                         | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA105   | Organizational Behavior                      | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA106   | Business Statistics                          | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA107   | Managerial Economics                         | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA108   | Legal and Business Environment               | Elective | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA109   | Managerial Skills for Effectiveness - I      | SEC      | 30             | 50(Th.)+<br>20(P) 70 | 100         | 1         | 2        | 2         |
|          | <b>Total (with Any one Elective)</b>         |          | <b>270</b>     | <b>630</b>           | <b>900</b>  | <b>23</b> | <b>4</b> | <b>25</b> |

### Second Semester Examination

| Code No. | Paper                                    | Type     | Internal Marks | External Marks       | Total Marks | L         | T/P      | Credit    |
|----------|--|----------|----------------|----------------------|-------------|-----------|----------|-----------|
| MBA201   | Indian Economy and Policy                | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA202   | Corporate Finance                        | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA203   | Quantitative Techniques                  | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA204   | Operations Management                    | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA205   | Marketing Research                       | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA206   | Human Resource Management                | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA207   | Entrepreneurship                         | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA208   | Indian Ethos and Business Ethics         | Elective | 30             | 70                   | 100         | 2         | -        | 2         |
| MBA209   | Managerial Skills for Effectiveness – II | SEC      | 30             | 50(Th.)+<br>20(P) 70 | 100         | 1         | 2        | 2         |
|          | <b>Total</b>                             |          | <b>270</b>     | <b>630</b>           | <b>900</b>  | <b>24</b> | <b>2</b> | <b>25</b> |

### Third Semester Examination

| Code No. | Paper   | Type | Internal Marks | External Marks | Total Marks | L         | T/P      | Credits   |
|----------|---|------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA 301  | Strategic Management  | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 302  | Project Management  | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 303  | Summer Internship   | Core | 50             | 50             | 100         | -         | -        | 3         |
|          | Select any 2 specializations (3 papers from each of the specialization of 3 credits each) |      |                |                |             |           |          |           |
|          | <b>Total</b>  |      | <b>290</b>     | <b>610</b>     | <b>900</b>  | <b>24</b> | <b>-</b> | <b>27</b> |

**Note:** At the end of the Second Semester all the students shall have to undergo Summer Training for Eight-Ten Weeks

**Fourth Semester Examination**

| Code No.  | Paper  | Type | Internal Marks | External Marks | Total Marks | L         | T/P      | Credits   |
|---|--|------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA 401   | Corporate Governance & Social Responsibility | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 402   | Research Project                             | Core | 50             | 50             | 100         | -         | -        | 3         |
| Select any 2 specializations (3 papers from each of the specialization of 3 credits each) |  |      |                |                |             |           |          |           |
| <b>Total</b>  |  |      | <b>260</b>     | <b>540</b>     | <b>800</b>  | <b>21</b> | <b>-</b> | <b>24</b> |

**SPECIALISATIONS**

**HUMAN RESOURCE SPECIALISATION**

| Code No.  | Paper                               | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|-------------------------------------|----------|----------------|----------------|-------------|---|-----|--------|
| MBAHR-304 | Training & Development              | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAHR 305 | Performance Management              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-306 | Organizational Change & Development | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-307 | Manpower Planning & Control         | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR 403 | International HRM                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR 404 | Strategic HRM                       | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-405 | Employee Relationship Management    | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-406 | Compensation Management             | Elective | 30             | 70             | 100         | 3 | -   | 3      |

### FINANCE SPECIALISATION

| Code No.  | Paper   | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|---|----------|----------------|----------------|-------------|---|-----|--------|
| MBAFM-304 | Investment Analysis and Portfolio Management    | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAFM-305 | Income Tax: Theory & Practice                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-306 | Management of Financial Services                | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-307 | Cost & Management Audit                         | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-403 | International Financial Management              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-404 | Merger, Acquisition and Corporate Restructuring | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-405 | Financial Derivatives Management                | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-406 | Financial Strategic Decisions                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |

### MARKETING SPECILISATION

| Code No.   | Paper                              | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|------------|------------------------------------|----------|----------------|----------------|-------------|---|-----|--------|
| MBAMKT-304 | Retail & Distribution Management   | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAMKT-305 | Marketing of Services              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-306 | Consumer Behaviour                 | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-307 | Integrated Marketing Communication | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-403 | Product & Brand Management         | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-404 | Digital and Social Media Marketing | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-405 | Customer Relationship Management   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-406 | International Marketing Management | Elective | 30             | 70             | 100         | 3 | -   | 3      |

### IT Specialization

| Code No.  | Paper  | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|--|----------|----------------|----------------|-------------|---|-----|--------|
| MBAIT-304 | Data Mining for Business Decisions             | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAIT-305 | Managing Software Projects                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-306 | Managing Digital Innovation and Transformation | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-307 | E-Commerce and Digital Markets                 | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-403 | IT Consulting                                  | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-404 | Managing Digital Platforms                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-405 | Strategic Management of IT                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-406 | System Analysis and Design                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |

**A student is required to obtain min. 40% marks in individual paper to pass.**

#### MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

**The total number of the credits of the MBA Programmes is 101.**

Each student shall be required to appear for examinations in all courses. However, for **the award of the degree a student should secure at least 95 credits**. A student may drop one course in one year out of electives only.



**JAGADGURUKUL**  
UNIVERSITY

# **Faculty of Management**

**MBA**  
**(2019-20)**

**Program Structure**

**Course Structure (MBA)**  
**Dual Specialization Scheme**

**First Semester Examination**

| Code No. | Paper  | Type     | Internal Marks | External Marks       | Total Marks | L         | T/P      | Credit    |
|----------|--|----------|----------------|----------------------|-------------|-----------|----------|-----------|
| MBA101   | Computer Application in Business             | SEC      | 30             | 50(Th.)+<br>20(P)    | 100         | 1         | 2        | 2         |
| MBA102   | Management Concepts & Business Communication | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA103   | Financial Reporting, Statements and Analysis | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA104   | Marketing Management                         | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA105   | Organizational Behavior                      | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA106   | Business Statistics                          | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA107   | Managerial Economics                         | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA108   | Legal and Business Environment               | Elective | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA109   | Managerial Skills for Effectiveness - I      | SEC      | 30             | 50(Th.)+<br>20(P) 70 | 100         | 1         | 2        | 2         |
|          | <b>Total (with Any one Elective)</b>         |          | <b>270</b>     | <b>630</b>           | <b>900</b>  | <b>23</b> | <b>4</b> | <b>25</b> |

### Second Semester Examination

| Code No. | Paper                                    | Type     | Internal Marks | External Marks       | Total Marks | L         | T/P      | Credit    |
|----------|--|----------|----------------|----------------------|-------------|-----------|----------|-----------|
| MBA201   | Indian Economy and Policy                | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA202   | Corporate Finance                        | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA203   | Quantitative Techniques                  | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA204   | Operations Management                    | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA205   | Marketing Research                       | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA206   | Human Resource Management                | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA207   | Entrepreneurship                         | Core     | 30             | 70                   | 100         | 3         | -        | 3         |
| MBA208   | Indian Ethos and Business Ethics         | Elective | 30             | 70                   | 100         | 2         | -        | 2         |
| MBA209   | Managerial Skills for Effectiveness – II | SEC      | 30             | 50(Th.)+<br>20(P) 70 | 100         | 1         | 2        | 2         |
|          | <b>Total</b>                             |          | <b>270</b>     | <b>630</b>           | <b>900</b>  | <b>24</b> | <b>2</b> | <b>25</b> |

### Third Semester Examination

| Code No. | Paper   | Type | Internal Marks | External Marks | Total Marks | L         | T/P      | Credits   |
|----------|---|------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA 301  | Strategic Management  | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 302  | Project Management  | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 303  | Summer Internship   | Core | 50             | 50             | 100         | -         | -        | 3         |
|          | Select any 2 specializations (3 papers from each of the specialization of 3 credits each) |      |                |                |             |           |          |           |
|          | <b>Total</b>  |      | <b>290</b>     | <b>610</b>     | <b>900</b>  | <b>24</b> | <b>-</b> | <b>27</b> |

**Note:** At the end of the Second Semester all the students shall have to undergo Summer Training for Eight-Ten Weeks



**Fourth Semester Examination**

| Code No.  | Paper  | Type | Internal Marks | External Marks | Total Marks | L         | T/P      | Credits   |
|---|--|------|----------------|----------------|-------------|-----------|----------|-----------|
| MBA 401   | Corporate Governance & Social Responsibility | Core | 30             | 70             | 100         | 3         | -        | 3         |
| MBA 402   | Research Project                             | Core | 50             | 50             | 100         | -         | -        | 3         |
| Select any 2 specializations (3 papers from each of the specialization of 3 credits each) |  |      |                |                |             |           |          |           |
| <b>Total</b>  |  |      | <b>260</b>     | <b>540</b>     | <b>800</b>  | <b>21</b> | <b>-</b> | <b>24</b> |

**SPECIALISATIONS**

**HUMAN RESOURCE SPECIALISATION**

| Code No.  | Paper                               | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|-------------------------------------|----------|----------------|----------------|-------------|---|-----|--------|
| MBAHR-304 | Training & Development              | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAHR 305 | Performance Management              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-306 | Organizational Change & Development | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-307 | Manpower Planning & Control         | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR 403 | International HRM                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR 404 | Strategic HRM                       | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-405 | Employee Relationship Management    | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAHR-406 | Compensation Management             | Elective | 30             | 70             | 100         | 3 | -   | 3      |

### FINANCE SPECIALISATION

| Code No.  | Paper   | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|---|----------|----------------|----------------|-------------|---|-----|--------|
| MBAFM-304 | Investment Analysis and Portfolio Management    | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAFM-305 | Income Tax: Theory & Practice                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-306 | Management of Financial Services                | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-307 | Cost & Management Audit                         | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-403 | International Financial Management              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-404 | Merger, Acquisition and Corporate Restructuring | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-405 | Financial Derivatives Management                | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAFM-406 | Financial Strategic Decisions                   | Elective | 30             | 70             | 100         | 3 | -   | 3      |

### MARKETING SPECILISATION

| Code No.   | Paper                              | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|------------|------------------------------------|----------|----------------|----------------|-------------|---|-----|--------|
| MBAMKT-304 | Retail & Distribution Management   | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAMKT-305 | Marketing of Services              | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-306 | Consumer Behaviour                 | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-307 | Integrated Marketing Communication | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-403 | Product & Brand Management         | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-404 | Digital and Social Media Marketing | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-405 | Customer Relationship Management   | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAMKT-406 | International Marketing Management | Elective | 30             | 70             | 100         | 3 | -   | 3      |

### IT Specialization

| Code No.  | Paper  | Type     | Internal Marks | External Marks | Total Marks | L | T/P | Credit |
|-----------|--|----------|----------------|----------------|-------------|---|-----|--------|
| MBAIT-304 | Data Mining for Business Decisions             | Elective | 30             | 70             | 100         | 3 |     | 3      |
| MBAIT-305 | Managing Software Projects                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-306 | Managing Digital Innovation and Transformation | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-307 | E-Commerce and Digital Markets                 | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-403 | IT Consulting                                  | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-404 | Managing Digital Platforms                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-405 | Strategic Management of IT                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |
| MBAIT-406 | System Analysis and Design                     | Elective | 30             | 70             | 100         | 3 | -   | 3      |

**A student is required to obtain min. 40% marks in individual paper to pass.**

#### MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

**The total number of the credits of the MBA Programmes is 101.**

Each student shall be required to appear for examinations in all courses. However, for **the award of the degree a student should secure at least 95 credits**. A student may drop one course in one year out of electives only.