

Draft Revised Syllabus for approval of BOS

Department of Management Studies, G.G.Vishwavidyalaya

Master of Business Administration (MBA)

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COURSE STRUCTURE

The programme has been organized in two years each year comprising two semesters. The list of papers offered during First Year and Second Year of the programme shall be as follows:

FIRST YEAR

| Semester-I | Credits |
|--|-----------|
| Core-101 Management Process and Organizational Behaviour | 3 |
| Core-102 Quantitative Methods | 3 |
| Core-103 Managerial Economics | 3 |
| Core-104 Business Environment | 3 |
| Core-105 Managerial Skill Development | 3 |
| Core-106 Indian Ethos and Values | 3 |
| Core-107 Accounting for Managers | 3 |
| Core-108 International Environment and Management | 3 |
| Total Semester Credit | 24 |
| Semester - II | |
| Core-201 Organization Effectiveness and Change | 3 |
| Core-202 Operations Research | 3 |
| Core-203 Human Resource Management | 3 |
| Core-204 Financial Management | 3 |
| Core-205 Marketing Management | 3 |
| Core-206 Production and Operations Management | 3 |
| Core-207 Research Methodology | 3 |
| Core-208 Computer Applications in Management | 3 |
| Total Semester Credit | 24 |
| Summer Training | |

At the end of second semester, all students will have to undergo summer training of 4-6 weeks with an industrial, business or service organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the executive in organizations as approved by the Department from time to time. Each student will be required to submit a project report to the Department for the work undertaken during this period within three weeks of the commencement of the third semester for the purpose of evaluation in the third semester. Reports will be a part of the evaluation process.

SECOND YEAR

During Second Year, in addition to core courses and project studies, a student shall have to choose five elective courses in third semester and three elective courses in fourth semester from the list of elective courses announced at the beginning of each semester.

| Semester III | Credits |
|--|-----------|
| Core-301 Decision Support System and Management Information System | 3 |
| Core-302 Corporate Legal Frame Work | 3 |
| Core-303 Summer Training Project | 3 |
| Plus Five elective courses | 15 |
| Total Semester Credit | 24 |
| Semester-IV | Credits |
| Core-401 Strategic Management | 3 |
| Core-402 Project Report | 6 |
| Plus Three elective courses | 9 |
| Total Semester Credit | 18 |
| Total Credit in MBA Programme | 90 |

Following Four Areas of Specializations are offered.

1. Finance
2. Marketing
3. Organizational Behaviour and Human Resource Development
4. International Business

The actual electives which are open will be announced by the Head of the Department before the commencement of IIIrd semester. Currently only the first three areas of electives are open. There will be five courses in each Area of Electives. These, courses will be as follows:

List of Elective Courses

| | Credits |
|---|---------|
| Finance | |
| FM-3101 Management Control System | 3 |
| FM-3102 Security Analysis and Portfolio Management | 3 |
| FM-3103 Management of Financial Institutions | 3 |
| FM-3104 Management of Financial Services | 3 |
| FM-3105 International Financial Management | 3 |
| Marketing | |
| MM-3201 Consumer Behaviour | 3 |
| MM-3202 Advertising and Sales Promotion Management / <i>Imm</i> | 3 |
| MM-3203 International Marketing | 3 |
| MM-3204 Sales & Distribution Management | 3 |
| MM-3205 Marketing of Services | 3 |
| Organizational Behaviour and Human Resource Development | |
| OBH-3301 Management of Industrial Relations | 3 |
| OBH-3302 Legal Framework Governing Human Relations | 3 |
| OBH-3303 Management Training and Development | 3 |
| OBH-3304 Human Resource Planning & Development | 3 |
| OBH-3305 Organizational Change and Intervention Strategies | 3 |
| International Business | |
| IB-3401 International Financial Management | 3 |
| IB-3402 International Marketing | 3 |
| IB-3403 Export Import Procedures, Documentation & Logistics | 3 |
| IB-3404 India's Foreign Trade Policy | 3 |
| IB-3405 Global Human Resource Management | 3 |

Note : First three elective courses are available in III semester and rest two courses are available in IV semester.

A student is required to opt total number of eight courses - Five in third semester and Three in fourth semester. A student can opt three courses in third semester from any one particular area of elective and two courses from the rest three areas. A student can opt two remaining electives in fourth Semester from the same area chosen in the third semester and one course from rest of the areas.

The Summer Training Project Report (Core-303) will be of 100 marks and has to be submitted within three weeks from the commencement of the third semester.

The Project Report (Core-402) will be of 200 marks (project Report 100 marks + Viva Voce. Examination 100 marks) and shall commence from third semester and the report shall be submitted towards the end of the fourth semester. A student will not be given any special permission to leave the Department for a long time to do the project, as he/she will be missing fourth semester classes. Preferably, market surveys, organization surveys in the local organizations can be done. A Board of Examiners consisting of internal and external examiners will evaluate the report

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