

**CURRICULUM STRUCTURE - 2024**  
M.B.A (Master of Business Administration) Full-Time

<b>I SEMESTER</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Total Number of contact hours per week</b>			<b>Total Hours</b>	<b>Credits</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>		
<b>24MB1C01</b>	Fundamentals of Management	4	0	0	40	<b>4</b>
<b>24MB1C02</b>	Managerial Communication	4	0	0	40	<b>4</b>
<b>24MB1C03</b>	Managerial Economics	4	0	0	40	<b>4</b>
<b>24MB1C04</b>	Financial & Cost Analysis	3	1	0	40	<b>4</b>
<b>24MB1C05</b>	Data Analytics – I	2	1	1	40	<b>4</b>
<b>24MB1C06</b>	Organizational Behaviour	4	0	0	40	<b>4</b>
<b>24MB1C07</b>	Social Immersion Program	0	0	3	30	<b>3</b>
<b>24MB1P01</b>	Management Practice – I	2	0	0	20	<b>2</b>
<b>TOTAL CREDIT – I SEMESTER</b>						<b>29</b>
<b>II SEMESTER</b>						
<b>24MB2C01</b>	Contemporary Business Environment	4	0	0	40	<b>4</b>
<b>24MB2C02</b>	Business Research Methods	3	1	0	40	<b>4</b>
<b>24MB2C03</b>	Data Analytics – II	2	1	1	40	<b>4</b>
<b>24MB2C04</b>	Financial Management	3	1	0	40	<b>4</b>
<b>24MB2C05</b>	Human Resources Management	4	0	0	40	<b>4</b>
<b>24MB2C06</b>	Marketing Management	4	0	0	40	<b>4</b>
<b>24MB2C07</b>	Operations Management	3	1	0	40	<b>4</b>
<b>24MB2P01</b>	Management Practice – II	2	0	0	20	<b>2</b>
<b>24MB2A01</b>	Comprehensive Learning Assessment	0	1	1	20	<b>2</b>
<b>TOTAL CREDIT – II SEMESTER</b>						<b>32</b>
<b>III SEMESTER</b>						
<b>24MB3C01</b>	Management Information System	4	0	0	40	<b>4</b>
<b>24MB3C02</b>	Strategic Management	4	0	0	40	<b>4</b>
<b>24MB3C03</b>	Summer Internship/Project	0	0	6	60	<b>6</b>
<b>24MB3C04</b>	Business Simulations	0	0	1	10	<b>1</b>
<b>24MB4C05</b>	Project Management	3	1	0	40	<b>4</b>
	Elective 1	3	0	0	30	<b>3</b>
	Elective 2	3	0	0	30	<b>3</b>
	Elective 3	3	0	0	30	<b>3</b>
	Elective 4	3	0	0	30	<b>3</b>
<b>TOTAL CREDIT – III SEMESTER</b>						<b>27</b>
<b>IV SEMESTER</b>						
<b>24MB4C01</b>	Entrepreneurship	4	0	0	40	<b>4</b>
<b>24MB4C02</b>	Sustainable Business Management	3	1	0	40	<b>4</b>
	Elective 5	3	0	0	30	<b>3</b>
	Elective 6	3	0	0	30	<b>3</b>
	Elective 7	3	0	0	30	<b>3</b>
	Elective 8	3	0	0	30	<b>3</b>
	SWAYAM – NPTEL	1	1	0	20	<b>2</b>
<b>TOTAL CREDIT – IV SEMESTER</b>						<b>26</b>
<b>TOTAL CREDITS – PROGRAM</b>						<b>114</b>

LIST OF ELECTIVES - III SEMESTER						
Course Code	Course Title	Total Number of Contact hours per week			Total Hours	Credits
		Lecture (L)	Tutorial (T)	Practical (P)		
FINANCE						
24MB3F01	Financial Services	3	0	0	30	3
24MB3F02	Investment Analysis and Portfolio Management	2	1	0	30	3
24MB3F03	Financial Derivatives	2	1	0	30	3
24MB3F04	Financial Modelling for Managers	2	1	0	30	3
24MB3F05	Fintech & Blockchain	2	1	0	30	3
HUMAN RESOURCES						
24MB3H01	Talent Acquisition	3	0	0	30	3
24MB3H02	Performance, Compensation and Benefits	3	0	0	30	3
24MB3H03	Cross Cultural Management	3	0	0	30	3
24MB3H04	Transactional Analysis for Interpersonal Effectiveness	3	0	0	30	3
24MB3H05	Diversity, Equity, and Inclusion	3	0	0	30	3
MARKETING						
24MB3M01	Behavioral Marketing	3	0	0	30	3
24MB3M02	Integrated Marketing Communication	3	0	0	30	3
24MB3M03	Digital Marketing	3	0	0	30	3
24MB3M04	Sales and Distribution Management	3	0	0	30	3
24MB3M05	Marketing Analytics	3	0	0	30	3
24MB3M06	Customer Relationship Management	3	0	0	30	3
SUPPLY CHAIN MANAGEMENT & OPERATIONS						
24MB3S01	Supply Chain Management	2	1	0	30	3
24MB3S02	Supply Chain Planning	3	0	0	30	3
24MB3S03	TQM & Lean Six Sigma	2	1	0	30	3
24MB3S04	Service Operations Management	2	1	0	30	3
24MB3S05	Strategic Procurement	3	0	0	30	3
BUSINESS ANALYTICS						
24MB3B01	Business Analytics	1	1	1	30	3
24MB3B02	DBMS and Data Warehouse	1	1	1	30	3
24MB3B03	Data Mining and Business Intelligence (BI)	1	1	1	30	3
24MB3B04	Data Visualization for Business	1	1	1	30	3

LIST OF ELECTIVES – IV SEMESTER						
Course Code	Course Title	Total Number of Contact hours per week			Total Hours	Credits
		Lecture (L)	Tutorial (T)	Practical (P)		
FINANCE						
24MB4F01	Behavioural Finance	2	1	0	30	3
24MB4F02	Commercial Bank Management	3	0	0	30	3
24MB4F03	Personal Finance & Taxation	3	0	0	30	3
24MB4F04	International Finance	3	0	0	30	3
24MB4F05	Insurance & Risk Management	2	1	0	30	3
HUMAN RESOURCES						
24MB4H01	HR Analytics	1	1	1	30	3
24MB4H02	Employment Laws and Industrial Relations	3	0	0	30	3
24MB4H03	Learning & Development	3	0	0	30	3
24MB4H04	Organizational Development	3	0	0	30	3
24MB4H05	Emotional Intelligence	3	0	0	30	3
MARKETING						
24MB4M01	Brand Management	3	0	0	30	3
24MB4M02	Rural Marketing	3	0	0	30	3
24MB4M03	Business to Business Marketing	3	0	0	30	3
24MB4M04	Retailing Management	3	0	0	30	3
24MB4M05	Services Marketing	3	0	0	30	3
24MB4M06	International Marketing	3	0	0	30	3
SUPPLY CHAIN MANAGEMENT & OPERATIONS						
24MB4S01	Supply Chain Analytics	2	1	0	30	3
24MB4S02	Maritime Logistics & Port Management	2	1	0	30	3
24MB4S03	Sustainable Supply Chain Management	3	0	0	30	3
24MB4S04	Technology Management	3	0	0	30	3
BUSINESS ANALYTICS						
24MB4B01	Machine Learning	1	1	1	30	3
24MB4B02	Multivariate Data Analysis	1	1	1	30	3
24MB4B03	Big Data	1	1	1	30	3
24MB4B04	Natural Language Processing	1	1	1	30	3

<i>Course Code – conventions followed are listed below.</i>				
<b>First two digits, E.g., '24'</b>	<b>MB</b>	<b>1, 2, 3, 4</b>	<b>A, B, C, F, H, M, S, P</b>	<b>01, 02, 03 ....</b>
<b>Indicates the Year in which the Syllabus is framed / revised</b>	<b>Indicates</b>	<b>Indicates the semester in which the course is offered</b>	<b>A - Comprehensive Learning Assessment</b> <b>B - Business Analytics</b> <b>C - Core Paper</b> <b>F - Finance</b> <b>H - Human Resource</b> <b>M - Marketing</b> <b>S - Supply Chain &amp; Operations</b> <b>P - Career Skills</b>	<b>Indicates the serial number of the paper in each core/elective area</b>

