

MASTER OF BUSINESS ADMINISTRATION

MBA Year-II Semester -III

Course Code	Course Title	Nature	Credits	HPW (Th+Tu+P)	Max Marks (CIE+SEE)
MB301	Operations Management	Core	4	4Th + 1 Tu	30+70
MB302	E- Global Business	Core	4	4Th + 1 Tu	30+70
MB303	Total Quality Management	Core	4	4Th + 1 Tu	30+70
	<u>Finance</u>				
MB304-F-I	Investment Management	Elective	5	4Th + 1 Tu	30+70
MB304-F-II	Financial System & Services	Elective	5	4Th + 1 Tu	30+70
	<u>Marketing</u>				
MB304-M-I	Marketing Engineering	Elective	5	4Th + 1 Tu	30+70
MB304-M-II	Advertisement and Retail Management	Elective	5	4Th + 1 Tu	30+70
	<u>Human Resources</u>				
MB304-HR-I	Compensation Management	Elective	5	4Th + 1 Tu	30+70
MB304-HR-II	Industrial Relations and Labour Laws	Elective	5	4Th + 1 Tu	30+70
	<u>Entrepreneurship</u>				
MB-304-E-I	Business Feasibility & Analysis	Elective	5	4Th + 1 Tu	30+70
MB304-E-II	Innovation & Design Thinking	Elective	5	4Th + 1 Tu	30+70
	<u>Systems with Business Analytics</u>				
MB304-S-I	Data Base Management	Elective	5	3Th + 2P+1 Tu	30+20
MB304-S-II	Systems Business Analytics	Elective	5	4Th + 1 Tu	+50 30+70
CS301	Case Study		2		50
RD301	Research Design		1		25
PS301	Progress Seminar		1		25
Semester Credits			26		600
Total Credits at the end of III Semester			76		1800

***Research Design and Progress Seminar should be evaluated for 25 marks each and then converted to Grade.**

Two Case Studies will be conducted both for Core and Elective. Presentations may be conducted in Teams. Evaluation must be done on the basis of participation, conceptual knowledge, team cohesiveness, analytical skills, discussion and presentation skills.

Each Case study should be evaluated for 25 Marks.

RD 301

RESEARCH DESIGN

A Research Design seminar presentation to be made by the student on the topic chosen for Project Work. A synopsis must be submitted to the college.

The Research Design Seminar will consist of

1. Title of the Project.
2. Statement of the problem
3. Introduction
4. Aims and objectives
5. Hypotheses (if any)
6. Research Methodology
 - a. Nature of the study
 - b. Scope of the study
 - c. Data Collection methods
 - d. Tools for analysis
 - e. Chapterization (Name of the chapters)

PS 301

PROGRESS SEMINAR

Students must present their Progress of Research Seminar showing the extent of work done on the Project chosen. A write up on the Progress Work must be submitted to the college.

MASTER OF BUSINESS ADMINISTRATION**MBA Year-II Semester-IV**

Course Code	Course Title	Nature	Credits	HPW (Th+Tu+P)	Max Marks (CIE+SEE)
MB401	Business Process Reengineering	Core	4	4Th + 1 Tu	30+70
MB402	Logistics and Supply Chain Management	Core	4	4Th + 1 Tu	30+70
MB403	Business Intelligence	Core	4	3Th + 2P	30+50+20P*
	<u>Finance</u>				
MB404-F-III	Banking and Insurance	Elective	5	4Th + 1 Tu	30+70
MB404-F-IV	International Finance	Elective	5	4Th + 1 Tu	30+70
	<u>Marketing</u>				
MB404-M-III	Buyer Behaviour	Elective	5	4Th + 1 Tu	30+70
MB-404-M-IV	Services and Digital Marketing	Elective	5	4Th + 1 Tu	30+70
	<u>Human Resources</u>				
MB404-HR-III	Leadership and Change Management	Elective	5	4Th + 1 Tu	30+70
MB404-HR-IV	Performance Management	Elective	5	4Th + 1 Tu	30+70
	<u>Entrepreneurship</u>				
MB404-E-III	Technology for Entrepreneurs	Elective	5	4Th + 1 Tu	30+70
MB404-E-IV	Social Entrepreneurship	Elective	5	4Th + 1 Tu	30+70
	<u>Systems with Business Analytics</u>				
MB404-S-III	Data Visualization	Elective	5	3Th + 2 P	30+50+20P*
MB404-S-IV	Data Mining for Business	Elective	5	4Th + 1 Tu	30+70
MB405	Dissertation		1		25
MB406	Final Presentation		2		50
MB407	Viva Voce during Final Presentation		1		25
Semester Credits			26		600
Total Credits at the end of IV Semester			102		2400

- HPW –Hours Per Week
- CIE–Continuous Internal Exam
- SEE– Semester End Exam

Th- Theory
Tu – Tutorial
P – Practical

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MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

Semester-IV – MB405

DISSERTATION

A dissertation has to be prepared and submitted at the end of the IV semester. This carries one credit. A broad outline for the dissertation is as follows:

1. Introduction
2. Review of Literature
3. Research Methodology
4. Data analysis and findings
5. Conclusions, Suggestions and Recommendations
6. Annexure (Bibliography / References / Questionnaire)


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MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

Semester-IV – MB406

FINAL PRESENTATION

A final presentation of the research / project work carrying two credits (50 marks) is compulsory. This will be at the end of semester IV


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MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

Semester-IV – MB407

VIVA VOCE DURING FINAL PRESENTATION

The viva voce during final presentation will carry one credit and cover various aspects of the research project and also topics covered in the program curriculum. It will be a comprehensive viva voce.


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